


I Putu Yoga Laksana

A black and white photograph of a business meeting. A man in a suit stands at the head of a large conference table, pointing towards a large window. Several other people are seated around the table, looking towards the speaker. The window offers a view of a modern city skyline with tall buildings.

ENGLISH FOR BUSINESS COURSE BOOK

ENGLISH FOR BUSINESS

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PREFACE

This book seeks to provide English learners in the twenty-first century with the abilities and skills to use English in general and particularly, both spoken and written, while taking into consideration linguistic and social norms connected to the social environment in the business sector. This book has 10 units that are covered with digital material such as video, audio, and quizzes that are linked with the use of a QR code. This book's teaching employs an e-portfolio strategy that is linked to its work on Google Sites. This book is a learning resource that may be used alone or for self-directed study. This book's learning contents have been blended with modern learning paradigms, providing a distinct subtlety than other textbooks.

TABLE OF CONTENT

PREFACE	iii
TABLE OF CONTENT	iv
Chapter I : Identifying Self and Others.....	1
Chapter II : Describing People Who are Famous in Business.....	15
Chapter III : Expressing Likes and Dislikes toward Online Business.....	26
Chapter IV : Describing and Marketing Products/Services in Business...	33
Chapter V : Sending E-Mail in Business.....	44
Chapter VI : Career (Job Interview).....	63
Chapter VII : Business Presentation.....	70
Chapter VIII : Cross Culture Understanding in Business.....	78
Chapter IX : Telephoning in Business.....	95
Chapter X : Challenges and Accomplishment in Business.....	124

CHAPTER I

IDENTIFYING SELF AND OTHERS

The most important thing that international businessmen and women need to do in introducing themselves in business context. Besides, they need to be able to introduce their colleagues in a meeting.

General Instructional Purpose

After you learn this topic, you are able to clarify knowledge and say greetings and use terms in introducing themselves and others in English in a business context.

Specific Instructional Purposes

In Chapter 1, You are going to learn:

- ✓ *Saying hello and good bye*
- ✓ *Introducing self*
- ✓ *Introducing others*

1.1 Saying Hello and Good bye at Workplace/Office

Most colleagues make an attempt at a friendly “hello” in the morning and “goodbye” at the close of business. However, if the course of your daily professional activities brings you in and out of contact with co-workers on an ongoing basis, repeated hellos, goodbyes and even acknowledgements may come to feel stilted and awkward. Consider other friendly gestures that signify recognition to ensure that you’re in line with appropriate office etiquette.



Good Morning Etiquette

When you walk into work at the start of your day, office etiquette is to greet the receptionist or front desk clerk, both as a nicety and to let her know you are on the premises. Saying “**good morning**” at work to those you encounter on your way to the coffee room or your office is polite and professional. **Make eye contact and smile**, as this shows that you are engaged and interested.

Once situated in your office, **make a point to say hello** to your immediate supervisor and to your assistant, if you have one. You should also issue an audible group salutation to your collective department or close-vicinity co-workers as well.

Inner-Office Movement

During the course of your day, you probably make numerous short trips between other offices, to the supply room, the copier, restroom and the break room. When you pass colleagues in the hall or walk past their desks, you may feel awkward not acknowledging them with a verbal hello. However, keep in



mind that your well-intended comments may break concentration or otherwise interrupt their work flow.

Instead, if you happen to make eye contact, **smile or nod your head**. This approach allows you to get to and from your destination without idle chit-chat and it allows your colleagues to work in peace, while not feeling slighted by a lack of recognition.

Lunch Etiquette



As a matter of etiquette, leaving your desk or office to take a lunch break requires a brief goodbye to your boss, your assistant and the receptionist, simply to let the most appropriate people know you are leaving the work

area. The words “goodbye” doesn’t actually have to be uttered as long as you are politely stating where you will be. For example, say, **“I’m heading off to lunch. I’ll be back in an hour.”**

Meetings

Meetings can prompt another round of hello-goodbye etiquette between colleagues. From a professional standpoint, it’s a good idea to acknowledge higher-ups and seat-mates with a verbal hello. Other colleagues can be greeted with a smile and a nod. At the meeting’s conclusion, a simple, **“Good to see you”** is all that is required of those you make eye contact with on your way out the door.



On the Phone



Many office phones and cell phones have caller identification features that let you know the name of the individual or company calling you. Greetings at work etiquette still dictates that a straightforward hello is the most appropriate and professional way to answer work-related calls, even if you have an almost certain knowledge of who is on the other end of the line. Conclude a call goodbye or thank you.

End of the Day

Much like the start of the day, the end of the day requires a verbal check-out with your boss, assistant and receptionist. Bid goodbye with "Good night," "Have a good night" or "See you tomorrow."

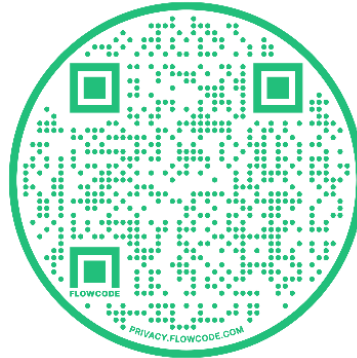


Expression in Saying Hello and Goodbye

Expression of Saying Hello	Expression of Saying Goodbye
<ul style="list-style-type: none">✓ Hey there✓ What's going on✓ Good morning or good afternoon✓ How are you doing today?✓ How's everything?✓ How are things?✓ How's it going?	<ul style="list-style-type: none">✓ See you later✓ See you soon✓ Take care✓ Take it easy✓ Talk to you soon✓ See you next time✓ Have a good one

Source: (Richard, 1990)

Scan The Barcode Below to Watch a Video of Saying Hello and Goodbye in English



1.2 Introducing Self

For a good introduction in English, you need to practice in advance. As an English learner, it's a good idea to prepare a couple of introductions and practice them until you're comfortable with them.

Also, keep in mind that self-introductions are context dependent. To come up with good introductions, you'll need to think about common places and situations where you are likely to introduce yourself in English.

Listen and Practice (Scan the Barcode below to Listen to the Audio)



David: Hello, I'm David Garza. I'm a new club member.

Beth: Hi. My name is Elizabeth Silva, but please call me Beth.

David: OK. Where are you from, Beth?

Beth: Brazil. How about you?

David: I'm from Mexico.

Beth: Oh, I love Mexico! It's really beautiful.

Beth: Oh, good. Sun-hee is here.

David: Who's Sun-hee?

Beth: She's my classmate. We're in the same math class.

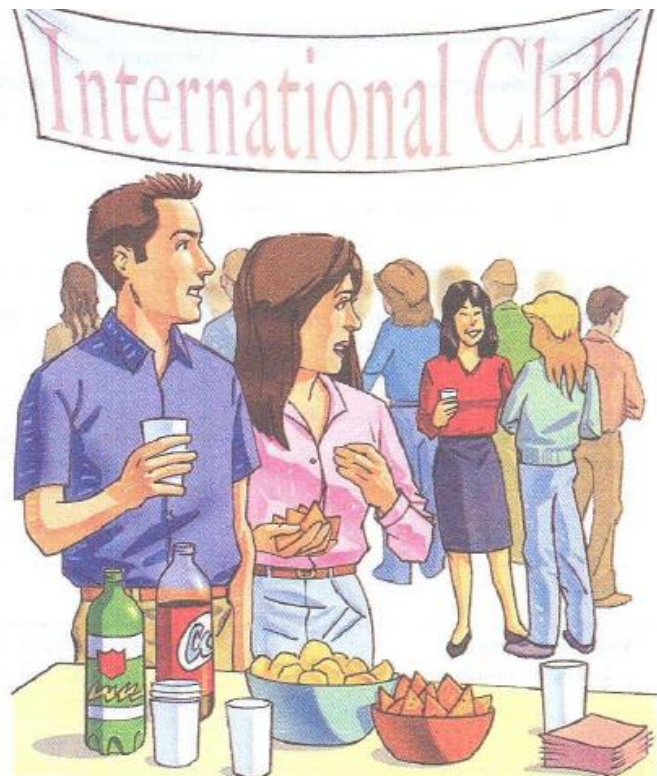
David: Where's she from?

Beth: South Korea. Let's go and say hello. Sorry, what's your last name again? Garcia?

David: Actually, it's Garza.

Beth: How do you spell that?

David: G-A-R-Z-A.



Introducing Self in Business Context or at Workplace

Introducing yourself

When we meet business contacts for the first time, we usually give information about ourselves, for example, name, nationality, job title and company. We may also need to ask people for information about themselves. Look at the following examples. Match the questions 1–4 with the responses a–d.

✓ 1 <i>What's your name?</i>	a <i>I'm [an IT manager].</i>
✓ 2 <i>Where are you from?</i>	b <i>I'm [Tom Allen].</i>
3 <i>What do you do?</i>	c <i>I'm [from the UK] / I'm [British].</i>
4 <i>What company are you with?</i>	d <i>I'm [with Alcoa].</i>

Source: (Barrall & Barrall, 2008)

Work meetings are usually planned ahead, but let's not overlook the importance of the introduction. Let's say you have to lead the meeting. In my experience, meetings at work are expected to get straight to the point. So start with a quick greeting then share the purpose of the meeting right away.

Here are some things you should consider when tailoring your introduction:

1. Quick greeting.
2. The purpose of the meeting.
3. What you'll be covering.

Here's an example:

“Good morning, everyone! I’m Diana from product development and today I’m excited to share with you that the mobile version for our product will be available as of Tuesday. Today, I’d like to give a quick demo of the new functionalities.”

NOTE: The tone will be dependent on the company’s culture. Tech companies usually encourage a more relaxed and casual style. This gives the freedom to use informal expressions that may be frowned upon in more conservative settings.

Introducing Self in Interview

Interviews in a foreign language have that extra element of anxiety, because it’s not only about our job skills. But the good news is that designing a well-crafted and compelling introduction in English will pave the way and give you the confidence and ease you need to make a good impression during your interview.

So, when your interviewer asks you: “tell me a little bit about yourself,” keep the following points in mind:

1. If you’ve been contacted before by your interviewer, you could start with: “It’s nice to finally meet you in person!”
2. Alternatively, you might start with saying, “Thank you so much for taking the time to meet with me today...”
3. Then continue with talking about relevant experience. What makes you a good fit for the position?
4. Mention relevant professional information that your interviewer would want to hear about you. Why would adding you to the team be an asset?
5. Make sure you research the company and find out as much as you can about it. Include in your introduction because you’re interested in the company.

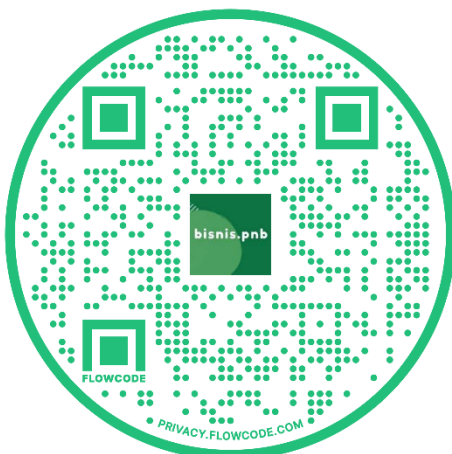
Here is an example of how you could introduce yourself professionally in English:

“It’s so nice to finally meet you in person!

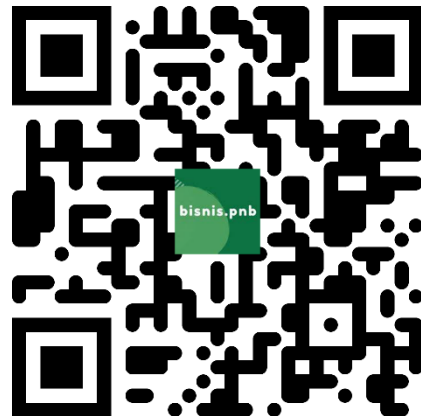
After graduating from university, I worked in sales for a few years. But three years ago, I started working in digital media marketing and my experience in sales definitely helped. I was able to help the company consistently hit its targets and grow their brand in the industry. I know that you’re looking to grow your influence online, and that’s why I applied for the position...”

Professional introductions and questions like “tell me about yourself” may feel overwhelming if you’re unprepared. On the flip side, taking the time to practice your answer will give you the opportunity to share important and relevant information with your interviewer and leave a lasting impression.

Watch and Learn the Expression in Introducing Self and How to Tell Our Strengths and Weaknesses (Scan the Barcode to Watch the Videos)



Video about Introducing Self



Video about Telling Strengths and Weaknesses

1.3 Introducing Others

The purpose of introducing people is to give them an opportunity to know each other. Beyond just stating names of the two parties, the person making the introduction is often obligated to establish an acquaintance and help the two parties initiate a conversation. (Jones, 2010)

The Art of Making Introductions: Four Steps

The basic protocol of introductions calls for introducing the ‘lesser-ranking’ (socially, professionally, by age or seniority) to the ‘higher-ranking’ person. Here are four steps:

1. First, state the name of the person being introduced to. This is the ‘higher-ranking’ person.
2. Second, say “I would like to introduce” or, “please meet” or, “this is,” etc.
3. Third, state the name of the person being introduced. This is the ‘lower-ranking’ person.
4. Finally, offer some details about each, as appropriate. As I wrote in a previous article, add a snippet of information about a topic of common interest between the two parties. Do not elaborate. This will help them connect and pursue a conversation.

The foremost principle of etiquette for making introductions lies in understanding admiration and respect. Here are some guidelines.

Higher Ranking Person	Lower Ranking Person	Example: Introduce lower-ranking person to higher-ranking person
An older person	A younger person	"Grandma, this is my neighbour, John"
A senior professional	A junior professional	"Mrs. President, this is Mr. Analyst"
A customer	A team of employees	"Mr. Customer, this is my sales team"
A guest	A host	"Ms. New Yorker, this is my daughter, Sarah"
A guest from out-of-town	A local guest	"Mr. Australian, this is my neighbour Janet"
Peer from another company	Peer from your company	"Mr. IBMer, this is Ms. Edwards"

When introducing people of equal seniority or status, you may introduce either person to the other.



Making Introductions: A Few Examples

1. Introduce a younger person to an older person: *“Grandma, please meet Alicia and Carlos, my neighbors.”*
2. Introduce a relatively junior professional to a senior professional: *“Ms. Director, I would like to introduce Mr. Nakamura, the Chief Product Architect for our software division.”*
3. Introduce an employee to a customer. *“Mr. Sung, I would like to introduce our plastics engineering team. This is Mark Smith, Jessica Ramos and Liang Zhu. All three participated in last week’s teleconference regarding product definition.”*
4. Introduce a host to a guest. *“Elaine, I don’t think you have met my daughter, Anna. Anna arranged for all the food at this festival party. Anna, Elaine is my Project Manager.”*
5. Introduce a local guest to a guest from out-of-town. *“Charlie, this is Debbie. Debbie is my colleague from work. Debbie, Charlie is visiting me from New York. We shared an apartment when we were at Columbia together.”*
6. Introduce a peer from your company to a peer from another organization. *“Melissa, I would like you to meet Steve, our Systems Engineer. Steve, Melissa Hoffmann is from Marketing. She is our Account Manager for Wal-Mart.”*



Gender Distinction

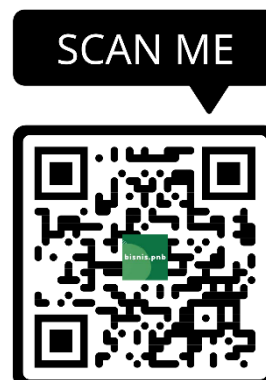
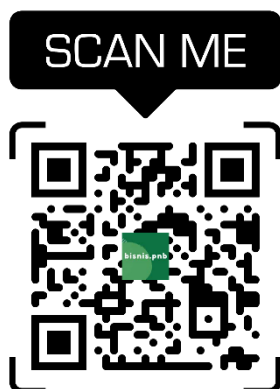
Customarily, a number of people introduce a man to a woman out of respect, regardless of the guidelines presented above.

When introducing a man and a woman at work, consider their positions and seniorities alone. Outside of work, it may be more appropriate to introduce a man to a woman, in contradiction to the above guidelines. Be judicious and sensitive.

Concluding Thoughts

Many people have difficulty introducing people to one another and helping initiate a conversation. With some practice and a sense of social and/or professional ranking, you too can master the art of introduction.

Watch the Videos for Further Study about Introducing Others (Scan the Barcodes below!)



1.4 Practice

1. Make a group of three and practice using the expressions of Greeting, Introducing self and others. Record it and share the video on Google sites and follow the following instruction!
 - a. Scan the barcode below to enter google sites e-portfolio.
 - b. Upload your project link which is uploaded onto YouTube or google drive to the available space on google sites. If you want to add a space to upload

or give feedback, you can choose the features from the platform to insert whether text box to give comment or feedback, embed or drive to upload your link from YouTube or google drive.

- c. Choose group partner or partner to give feedback based on the project. Please write down your feedback below your group partner/partner's project.
- d. After your project is given feedback by your group partner/partner and lecturer, revise it.
- e. finally upload again the final version of your project as soon as possible to get assessed by your lecturer.



1.5 Summary

There are some etiquettes which are needed to be considered when we use greeting expressions. However, if the course of your daily professional activities brings you in and out of contact with co-workers on an ongoing basis, repeated hellos, goodbyes and even acknowledgements may come to feel stilted and awkward. Consider other friendly gestures that signify recognition to ensure that you're in line with appropriate office etiquette. Furthermore, For a good introduction in English, you need to practice in advance. As an English learner, it's a good idea to prepare a couple of introductions and practice them until you're comfortable with them. Finally, when we want to introduce someone else, we need to pay attention to some rules in order to make it succeed. The purpose of introducing people is to give them an opportunity to know each other. Beyond just stating names of the two

parties, the person making the introduction is often obligated to establish an acquaintance and help the two parties initiate a conversation.

Further Reading

Barrall, I., & Barrall, N. (2008). *Intelligent Business Coursebook: Elementary Business English*. Pearson: Longman.

Jones, S. (2010). *Business Basics I*. English Everywhere.

Richard, J. C. (1990). *Interchange: Student's Book 1*. Cambridge University Press.

CHAPTER II

DESCRIBING PEOPLE WHO ARE FAMOUS IN BUSINESS

Describing people in business is important to know information more about their success and make it as a motivation in developing ourselves. In this chapter we are going to learn important adjectives used to describe people. We also learn how to describe famous people in business.

General Instructional Purpose

After you learn this topic, you are able to develop knowledge of communicating by using expressions and various elements of English that are appropriate and polite in describing people who are famous in the business field.

Specific Instructional Purposes

In Chapter 2, You are going to learn:

- Adjectives in English which are related to personal and physical state on someone/person*
- Language Expressions in describing personal and physical description in business context*

2.1 Adjectives in English

Warm Up Activity

WARM-UP:

Look at the following poem, a traditional love poem linked to Valentine's day (February 14th). The **colored** words are adjectives.

Roses are **red**,
Violets are **blue**,
Sugar is **sweet**,
And so are you.

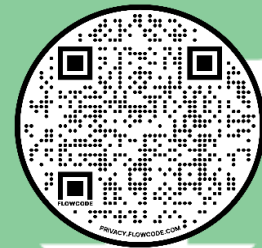
Read the lyrics to the first stanza of the American anthem. All the **colored** words are adjectives.

Oh, say can you see by the dawn's **early** light
What so proudly we hailed at the twilight's last gleaming?
Whose broad stripes and bright stars thru the **perilous** fight,
O'er the ramparts we watched were so gallantly streaming?
And the rocket's **red** glare, the bombs bursting in air,
Gave proof through the night that our flag was still there.
Oh, say does that **Star-Spangled** Banner yet wave
O'er the land of the free and the home of the brave?

Watch the following video about describing people adjectives:

https://www.youtube.com/watch?v=c_TmWCIYse0

or you can scan the barcode beside >>>



Text

Let's know some people from the pictures and descriptions below! Note the adjectives!



Steve, college student:

Well, I am **tall** and **athletic**. I play different sports: basketball, football, and soccer. I have **brown** hair and **hazel** eyes. My friends say I am **friendly** and **nice**. I am very **open**. I love discussing **interesting** ideas and meeting **new** friends.



Julie, journalist:

I am **small**, but I am **strong**! Sometimes I am **shy** around people I do not know. With my friends and family, I am very **outgoing**. My mom says I have a **pretty** smile. Do you agree? She also likes my **long, curly brown** hair. My **favorite** color is blue, and I am always **optimistic**. I am **youthful**, but I am an **old** soul.



Claudia, artist (Claudia was unavailable, so her friend Vivian talks about her):

Claudia? Oh, she is **special**! I like her **spontaneous** nature. She is **young, exuberant, and lively**; she is **slim** and **active**. She often wears **colorful** clothes. Do you see her picture? She wears a **green** shirt and her **favorite** jeans! She has a **creative** mind: students love her **passionate** outlook on life.



Walter, doctor:

I am **nearsighted**, so I wear glasses. I am **well built**; I have a **dark** complexion and **black, wavy** hair. I am **focused** and **driven**. I am not **lazy**! I am very **patient**. I work **long** hours, but I am never **bored** at my job. It is so **interesting**! I do not want a **boring** life. I am **energetic** and I want to be **successful**.

Work on the Text

Organize the adjectives from the texts in the following categories

Age	Height	Body	Hair	Skin	Eyes	Colors	Characters	Other

2.2 Language Expressions in describing personal and physical description

LESSON

What are adjectives?

Adjectives are words that describe or modify a person/thing/place/concept (i.e. a noun or a noun phrase) in a sentence. Adjectives are placed before the noun or noun phrase that they modify. If two adjectives describe a noun, use and to link the adjectives. If there are more than two adjectives, use commas at first, then use and before the last adjective (it is rare to have more than three adjectives in a row):

Examples: He owns a yellow car.

Black and white televisions are very rare.

The company seeks intelligent, motivated, and energetic people.

Adjectives are also used on their own, or with fixed expressions such as how _____ or it/this/that is _____:

Examples: Excellent! This is great!

You work in advertising? How interesting!

When indefinite pronouns (i.e. something, someone, anybody) are modified by an adjective, the adjective comes after the pronoun:

Examples: We watched something fascinating on the news tonight.

In Washington DC you always see something new.

When an adjective owes its origins to a proper noun, it is capitalized:

Examples: French fries, the English Parliament, the Smithsonian institute, a Victorian house, etc.

How do I find or make adjectives?

Adjectives are very often associated with nouns, and describe various attributes of the noun:

- size: a small company, a big house
- shape: a round table, the Oval Office
- age: a young man, an old establishment
- color: blue skies, a red carpet
- origin: an American car, the Spanish football team
- material: a wooden house, a marble building
- etc.

You can easily create adjectives with many verbs (not all!) if you add the -ed or -ing endings to the verb. However, be careful to make a distinction between the two! Generally, the -ed ending means that the noun described is the receiver of the action implied by the original verb. The -ing ending means that the noun described is the actor:

Examples: The news is dramatic. I am shocked. (the news shocks you)

BUT I hate shocking documentaries. (the documentaries shock you)



LESSON (cont.)

You can easily create adjectives with many verbs (not all!) if you add the -ed or -ing endings to the verb. However, be careful to make a distinction between the two! Generally, the -ed ending means that the noun described is the receiver of the action implied by the original verb. The -ing ending means that the noun described is the actor:

Examples: The news is dramatic. I am shocked. (the news shocks you)
BUT I hate shocking documentaries. (the documentaries shock you)

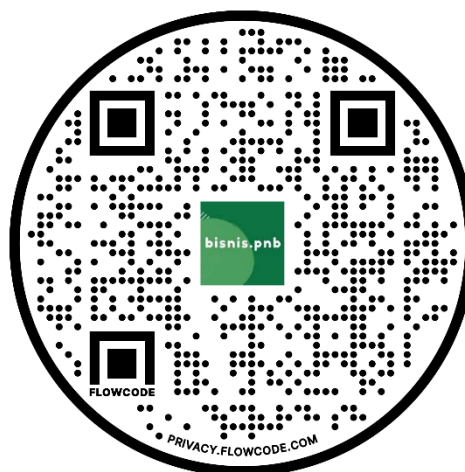
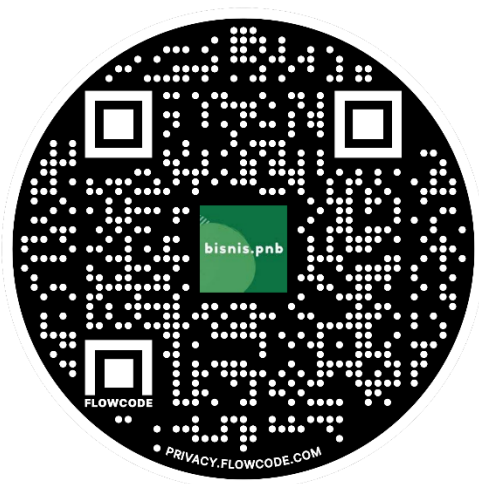
Common adjectives and their opposites:

Good / bad	Rich / poor	Polite / rude
Clever - intelligent / stupid	Hot / cold	Lively / calm – reserved
Wise / foolish	Clean / dirty	Easy / hard – tough
Smart / stupid	Funny / sad	Alone / together
Beautiful / ugly	Happy / unhappy	Far / close
Big / small - little	Patient / impatient	Hopeful / desperate
Long / short	Exciting / boring	
Thick - fat / thin	Perfect / imperfect	
Young / old	Interesting / dull	



Further Lessons

Scan the following barcodes to learn more videos about describing people!



2.3 Practices & Exercises

Exercise 1

Find the intruder:

1. Small / tall / patient / thick
2. Funny / boring / lively / clever
3. Lazy / active / exuberant / lively
4. Clever / beautiful / intelligent / stupid

Describe a person or element in the following pictures.



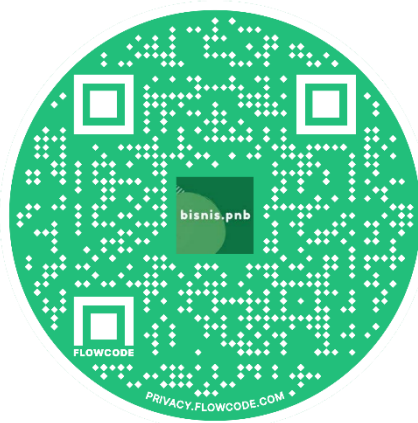






Exercise 2

Answer the questions below by choosing one of famous businessmen/women that you see in the article! The answer should be based on your analysis on the description inside the article! Scan the barcode below to read and observe the article!



Questions

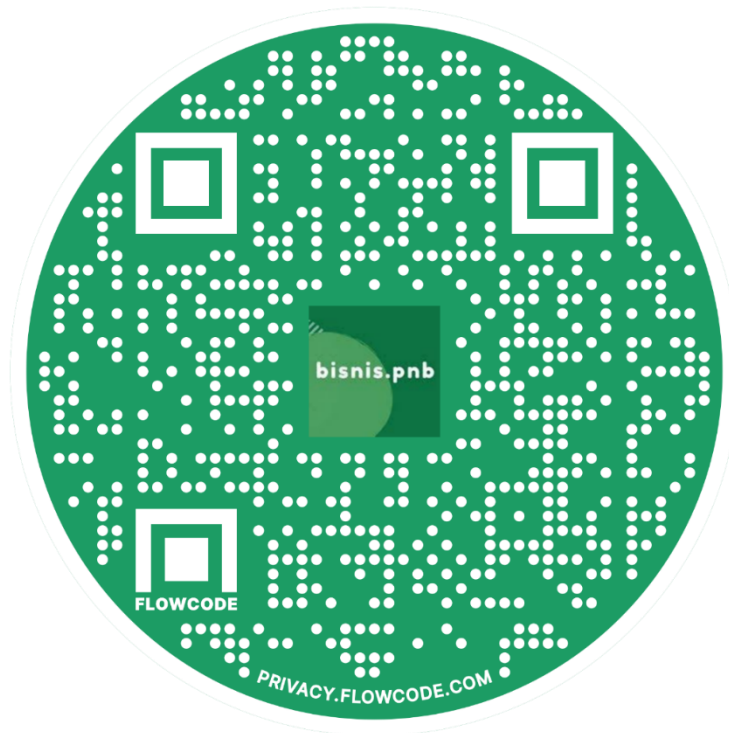
1. Who is the businessman/women that you choose from the article?
2. What does the businessman/women look like? (Describe in 2-3 sentences)
3. Describe his/her personalites and business background! (Describe in 2-3 sentences)

Answers

1.
.....
2.
.....
3.
.....

2.4 Let's Play Quizizz!

Scan the barcode bellow to play the quiz on Quizizz. This quiz will check your understanding regarding to or topic!



2.5 Listen to The Song!

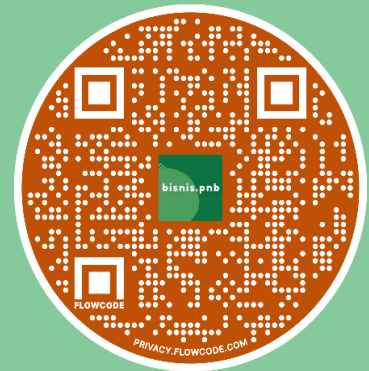
Wind-down

Listen to the song and find the adjectives! Scan the below barcode to watch and listen to the music video!

Well, she was an _____ girl,
Raised on promises
She couldn't help thinking that
there was a little more to life
Somewhere else
After all it was a great _____ world
With lots of places to run to
And if she had to die
Tryin', she
Had one _____ promise she was gonna keep

Oh yeah, alright,
Take it _____, baby
Make it last all night
She was an American girl.

Well, it was kind of _____ that night,
She stood _____ on the balcony
Yeah, she could hear the cars roll by,
Out on four forty one like
Waves crashing on the beach,
And for one desperate moment there
He crept back in her memory
God, it's so painful when something that's so close
Is still so _____ out of reach



2.6 Let's do a project!

1. Choose one figure from business field that you know. Describe him/her/them by recording it and share the video on Google sites and follow the following instruction!
 - a. Scan the barcode below to enter google sites e-portfolio.
 - b. Upload your project link which is uploaded onto YouTube or google drive to the available space on google sites. If you want to add a space to upload or give feedback, you can choose the features from the platform to insert whether text box to give comment or feedback, embed or drive to upload your link from YouTube or google drive.
 - c. Choose group partner or partner to give feedback based on the project. Please write down your feedback below your group partner/partner's project.
 - d. After your project is given feedback by your group partner/partner and lecturer, revise it.
 - e. finally upload again the final version of your project as soon as possible to get assessed by your lecturer.



2.7 Summary

Describing people in business is important to know information more about their success and make it as a motivation in developing ourselves. In this chapter we are going to learn important adjectives used to describe people. There are many adjectives that we can use to describe about people characteristics and physical description. We also learn how to describe famous people in business including the language expressions that we can use when we describe someone.

Further Reading

Richard, J. C. (1990). *Interchange: Student's Book 1*. Cambridge University Press.

Richard, J. C. (2012). *Interchange: Teacher's Edition 2 (Fourth Edition)*. Cambridge University Press.

Richard, J. C. (2012). *Interchange: Students Book 3 (Fourth Edition)*. Cambridge University Press.

CHAPTER III

EXPRESSING LIKES AND DISLIKES TOWARD ONLINE BUSINESS

Expressing likes and dislikes are the third material that will be learnt in this Course. These expressions are really important for us in giving our opinions according to the online business that exist. We are going to learn how to express our feeling in terms of likes and dislikes. The purpose of this material is to improve your critical thinking in assessing something in the form of likes and dislikes expressions.

General Instructional Purpose

After you learn this topic, you are able to show a variety of English in expressing likes and dislikes in relation to the online business context, and able to carry out communication in the form of dialogue using a variety of polite and appropriate language in expressing likes and dislikes related to the online business context. People who are famous in the business field.

Specific Instructional Purposes

In Chapter 3, You are going to learn:

- *Language Expressions of likes*
- *Language Expressions of dislikes*


3.1 Language Expressions of Likes & Dislikes

To talk about your likes and dislikes, you can use these expressions.

Expressions of Likes

WAYS FOR EXPRESSING LIKES

- I like...
- I love...
- I adore...
- I'm crazy about...
- I'm mad about...
- I enjoy...
- I'm keen on...
- I have a soft spot (for somebody)
- I think ... is / are brilliant / great / wonderful
- I'm into (something)
- I'm really / very / quite interested in...



Expressions of Dislikes




WAYS FOR EXPRESSING DISLIKES

- I don't like...
- I dislike...
- I hate...
- I abhor...
- I can't bear...
- I can't stand...
- I detest...
- I loathe...
- I'm not keen on...

Neither Like nor Dislike Something

NEITHER LIKE NOR DISLIKE SOMETHING

- I don't mind
- I don't really care either way
- It's all the same to me
- I think ... is / are alright



Examples of Likes

- ✓ **I ADORE** having a massage after work. It helps me to relax.
- ✓ **I LOVE** shopping for clothes in the sales. I've got some great bargains.
- ✓ **I'M INTO** making music.
- ✓ **I LIKE** inviting my friends around for dinner. I ENJOY cooking a special meal for them.
- ✓ **I LIKE** ice-cream.
- ✓ **I HAVE A SOFT SPOT** for Sarah.
- ✓ I'm **QUITE KEEN ON** learning new languages.
- ✓ **I THINK** Mark's idea **IS BRILLIANT**.
- ✓ **ADORE** here suggests a strong feeling of pleasure.

Examples of Dislikes

- ✓ **I'M NOT KEEN ON** watching soap operas.
- ✓ **I DETEST** being stuck in a traffic jam.
- ✓ **I HATE** Mondays!
- ✓ **I LOATHE** visiting the dentist.
- ✓ **I CAN'T STAND** Paula's new boyfriend.
- ✓ Shopping **DRIVES ME CRAZY**.
- ✓ Both **I CAN'T STAND** and **I CAN'T BEAR** mean **I HATE**.
- ✓ **DETEST** and **LOATHE** suggest strong feelings. These are things that you really don't like doing, whereas **I'M NOT KEEN ON** expresses a preference.

3.2 Grammar Focus

Things to remember about likes and dislikes:

1. When these expressions are followed by a verb, the latter is put in the -ing form.

Examples:

"I like listening to music."

"I hate wearing sunglasses."

I like	VERB+ING
I detest	
I don't mind	

2. Note that " **very much**" & " **a lot**" always come after the things you like.

Examples:

"I like basketball **very much/a lot**. NOT" ~~I like very much/a lot basketball.~~"

3. Be careful when you use "I don't mind..."

Examples:

"Do you mind playing football?"

"No, I don't mind." (Although it's in a negative form, it means that it's ok for me.

I neither love it nor hate it.)

3.3 Dialogue of Likes and Dislikes

How To Talk About Likes And Dislikes In English?

Sarah, Kate, Steve and Tom are talking about what they like doing:

SARAH: I like inviting my friend's round for dinner.

KATE: I'm not keen on cooking. I enjoy going out for a meal.

KATE: I like going to watch football on Saturday.

SARAH: I hate football. I'd rather go and play tennis.

STEVE: I like taking photographs on holiday.

TOM: I'm not into photography. I'd rather buy postcards instead.

TOM: I'm going to the rugby match on Saturday. Would you like to come with me?

STEVE: I hate rugby. I'll be going shopping with Kate instead.

SARAH: I'm flying to Glasgow on Monday.

KATE: I hate flying. I like going by train, even if it takes a little longer.

3.4 Watch and Learn!

Scan the barcodes below to learn more about likes and dislikes in the form of video. Pay attention on the expression used in doing a communication using Likes and Dislikes!



3.5 Exercise

1. Practice yourself by taking a selfie video in only 30 seconds minimum till 2 minutes maximum. Tell about what you like from using online shopping or online business and what you don't like from them! share the video on Google sites and follow the following instruction!
 - a. Scan the barcode below to enter google sites e-portfolio.
 - b. Upload your project link which is uploaded onto YouTube or google drive to the available space on google sites. If you want to add a space to upload or give feedback, you can choose the features from the platform to insert whether text box to give comment or feedback, embed or drive to upload your link from YouTube or google drive.
 - c. Choose group partner or partner to give feedback based on the project. Please write down your feedback below your group partner/partner's project.

- d. After your project is given feedback by your group partner/partner and lecturer, revise it.
- e. finally upload again the final version of your project as soon as possible to get assessed by your lecturer.



3.6 Summary

Expressions likes and dislikes are really important for us in giving our opinions according to the online business that exist. We are going to learn how to express our feeling in terms of likes and dislikes. The purpose of this material is to improve your critical thinking in assessing something in the form of likes and dislikes expressions. There are expressions of likes that we can use such as: I like...; I love...; I adore...; I 'm crazy about...; I'm mad about...; I enjoy...; & I'm keen on.... Furthermore, there some expressions of dislikes that we can use, such as: I don't like...; I dislike...; I hate...; I abhor...; I can't bear...; I can't stand...; I detest...; & I loathe....

Further Reading

Richard, J. C. (1990). *Interchange: Student's Book 1*. Cambridge University Press.

Richard, J. C. (2012). *Interchange: Teacher's Edition 2 (Fourth Edition)*. Cambridge University Press.

Richard, J. C. (2012). *Interchange: Students Book 3 (Fourth Edition)*. Cambridge University Press.

CHAPTER IV

DESCRIBING AND MARKETING PRODUCTS /SERVICES IN BUSINESS

A product description is **the marketing copy that explains what a product is and why it's worth purchasing**. The purpose of a product description is to supply customers with important information about the features and benefits of the product so they're compelled to buy.

General Instructional Purpose

After you learn this topic, you are able to show a variety of English in describing an object/object, a product/service and present in the form of marketing an item/product/service in the form of a short video uploaded to social media (Instagram/YouTube).

Specific Instructional Purposes

In Chapter 4, You are going to learn:

- *Adjectives which are related to products and services*
- *Language Expressions which are used in describing and marketing products and services.*

4.1 Adjectives used in describing products or services

There are some vocabularies or glossaries that can be used to describe products and services. You can check those adjectives in the below explanation.

Vocabularies or Glossaries used to Describe products or Services

- | | |
|---|--|
| ▶ adorable cute | ▶ thought-provoking generating ideas |
| ▶ casual informal | ▶ intellectual intelligent |
| ▶ charming nice, lovely | ▶ soothing relaxing |
| ▶ high-end of the best quality, expensive | ▶ exhilarating exciting |
| ▶ delicate soft, subtle, fine | ▶ rustic in a rural or simple style |
| ▶ elegant graceful, pleasing to look at | ▶ contemporary in a modern style |
| ▶ festive in a holiday mood | ▶ miniature small, tiny |
| ▶ futuristic in a style inspired by the future | ▶ skimpy small, revealing |
| ▶ inspiring causing positive feelings or mood | ▶ uplifting causing positive feelings |
| ▶ sophisticated complex, having many aspects | ▶ aromatic having a strong but nice smell |
| ▶ durable tough, long lasting | ▶ crispy having a crunchy or brittle texture |
| ▶ premium of the best quality | ▶ indulgent overly generous, overly luxurious |
| ▶ fragile easily breakable | ▶ funky stylish in an urban manner |
| ▶ glamorous fashionable and beautiful | ▶ hearty having a full, rich taste |
| ▶ chic fashionable and pretty | ▶ vivid bright and lifelike |
| ▶ intense strong, bold | ▶ authentic genuine or real |
| ▶ pleasant nice | ▶ eco-friendly not harmful to the environment |
| ▶ quaint nice in an old-fashioned way | ▶ efficient productive, not wasteful |
| ▶ unconventional out of the ordinary | ▶ portable easily moved or carried |
| ▶ creepy causing feelings of fear | ▶ personalized custom-made or designed |
| ▶ unique unusual, special | ▶ secure safe |
| ▶ gorgeous beautiful | ▶ luxurious very comfortable |
| ▶ fluffy soft, like an animal's fur | ▶ lighthearted not serious |
| ▶ disposable to be used only once | ▶ tender soft |
| ▶ generic plain, not branded | ▶ crisp crunchy, having a slightly hard texture |

Vocabularies Quiz

Scan the barcode below to play the quiz. Choose from quiz 1-3 to check your understanding toward the above vocabularies!



Language Check (Adjectives)

We use adjectives to describe nouns. Study the examples and complete the rules below with the correct words in *italics*.

- a. It wasn't a **successful** product.
 - b. It was a **cheap** and **reliable** way to travel.
 - c. They are very popular products.
 - d. It's an **interesting** design but it's also **expensive**.
-
1. In a phrase using a noun and an adjective, the adjective goes *after/before* the noun.
 2. You *can* /*can't* use an adjective without a noun.
 3. Adjectives *don't/do* change with a plural noun.
 4. You *can't/can* put more than one adjective before a noun.

An adjective can also be used without a noun after certain verbs, for example, look, feel, sound:

It looks new. *This package feels heavy.* *That sounds interesting!*

4.2 Language Expressions in Describing Products and Services

Describing a product

When we describe a product, we need to talk about what it looks like and what it does. It is also a good idea to point out any special features – the things that the product does that are particularly useful or unusual. Look at these ways of asking about and talking about products. Match the questions 1–7 with the responses a–g.

1 What is it?	a It's made of metal and plastic.
2 What's it for?	b It can connect to the internet.
3 What's it made of?	c It weighs 14 grams.
4 How big is it?	d It's a personal organiser.
5 What shape is it?	e It's 10cm long and 7cm wide.
6 How heavy is it?	f It's rectangular.
7 Does it have any special features?	g It's for listing appointments.

Useful Expressions in Asking a Product

- What can you tell us about this model/product?
- What are the specifications of the product?
- What features does it have?
- How does it work?
- What is the difference between the previous model and this one?
- Can you give us some details about this?
- How much does it cost?

Useful Expressions in Describing a Product

- This is our newest product.
- This is one of our latest designs.
- This particular model is ...
- It is made of ...
- This is equipped with ...
- This one feature ...
- It can be used for ...
- It contains ...

- This costs \$500.
- This is priced at \$500.
- This comes with ...
- It comes in a variety of colors/sizes.

4.3 Principles for Describing Your Company's Product or Service

The ultimate goal for a great product or service description is to achieve a sale by informing and inspiring a potential customer. In addition to that, it should strengthen their trust and increase ongoing interest in the company or brand.

A great product or service description will be created by following these 12 impact principles:

1. Know your ideal buyer

The target audience—and focus on him/her. Analyze and determine who is going to buy this product or service—age, gender, life stage, etc.

- Why would they be interested in it?
- How will they use it?
- What features or benefits would interest them the most?
- How would this person describe the product or service to a friend?

2. Dig deep into the product or service itself

What is the product or service basic details? How does the product or service work? Where/when should the product or service be used?

- How will it make a buyer's life better?
- What problems will it solve for them?
- Why is it more useful, better, or different from something similar offered by a competitor?

3. Distinctively present the product or service's benefits

Think beyond functional attributes to identify the real benefits of its features. For example, will it make a customer feel more productive, happier, healthier, more confident? How does it address their “pain points?” Do not be afraid to be unique.

4. Use an appealing writing style

First, focus on the most critical elements, like a “headline” in a news article. Or, as a journalist would say, “Don’t bury the lead.” Second, write in a natural language style, not like a robot. Does the description sound like something that could be communicated friend-to-friend.

5. Choose the right words

Do not just fill available space or use generic words like “excellent product quality.”

- Do provide detail and be specific.
- Do use power words that sell.
- Do use sensory words (if they fit) because they engage more brain processing power.
- Do use superlatives if they fit. That is if you have the right to brag, then brag. (And if your product or service is the best, provide specific proof.)

6. Tell the full story

Provide all the relevant details, convince the buyer of the product or service’s benefits, and then provide an emotional punch. If the product or service has essential technical elements, do not be reluctant to include those to prove expertise.

7. Make the information easy to read and easy to scan

Short copy and to the point are far more influential and certainly easier and quicker to read than long, drawn-out copy. People typically have short attention spans and often read-only 16% of what is on a page. Make every word count, so

people do not feel that they are wasting time sifting through burdensome information. The presentation can include short paragraphs made of a few short sentences, bullet points, different size fonts, and plenty of white space.

8. Optimize each description for persuasiveness

Use the word “you.” Read the information from the point of a customer and ask, “does this make me want to buy?”

9. Optimize the copy for SEO purposes

Use appropriate keywords in the descriptive copy and all applications of each description but make the keyword use feel natural and not “stuffed.”

10. Make the content attractively presented

Text is not the only way to give a description; images can carry great weight and can have a significant memory impact. Additional approaches can include videos and graphics to make key points impactfully. An excellent description will appeal to the reader’s imagination and increase interest and desire. One way to cut through rational barriers is to create mini-stories. For example, how is a product made? Who is using the product? How was the product inspired, or how was it tested?

11. Carefully consider all the placement and usage needs for the description

including website, marketing materials, social media, sales materials, etc. This will help make sure that the “voice” of the brand is communicated consistently.

12. Protect the brand

Register or trademark names or service terms and use the appropriate marks consistently in all descriptive applications.

4.4 Dialogue Practice

Read the dialogue and answer the questions!

A sales agent from Bright Communications is presenting their latest product at a conference. Some of the guests are asking questions about it.



Agent

Good morning, everyone! It is my honor to be here and present to you our newest product, the X-plora phone. Dare I say, it is a revolutionary device, better than anything you've seen so far!



James

What is the difference between the previous model, and this one?



Agent

This version is two times faster than the last model we produced.



James

And what can you tell us about the specifications of this phone?



Agent

The X-plora phone features a 41-megapixel camera. This particular model is also waterproof and its battery life will be longer compared with other brands and models.



Hannah

Can you give us some details about this? What supports your statement about the battery life?



Agent

The phone is equipped with a battery protector and battery saver, and it also comes with a solar charger.



Hannah

I admit that's rather extraordinary! Do you believe it will sell as well as the last model?



Agent

Absolutely!



Hannah

How much will it cost?



Agent

This model is priced at 500 US dollars. However, we are giving a 50-dollar discount to the first twenty buyers. Thank you, everyone!

Check your understanding:

1. How is the new phone different from the previous version, according to the agent?
2. What is so special about the phone's battery?
3. How many people can buy the phone for lower than the market price?

4.5 Exercise

1. In this task, you are going to practice yourself to describe a product of one company that you know. you have to record yourself in 30 seconds minimum and 2 minutes max. choose only 1 product, then try to describe the product in detail. don't forget to persuade people to buy the product you describe! share the video on Google sites and follow the following instruction!
 - a. Scan the barcode below to enter google sites e-portfolio.
 - b. Upload your project link which is uploaded onto YouTube or google drive to the available space on google sites. If you want to add a space to upload or give feedback, you can choose the features from the platform to insert whether text box to give comment or feedback, embed or drive to upload your link from YouTube or google drive.
 - c. Choose group partner or partner to give feedback based on the project. Please write down your feedback below your group partner/partner's project.
 - d. After your project is given feedback by your group partner/partner and lecturer, revise it.
 - e. finally upload again the final version of your project as soon as possible to get assessed by your lecturer.



4.6 Summary

A product description is a form of marketing copy used to describe and explain the benefits of your product. In other words, it provides all the information and details of your product on your ecommerce site. These product details can be one sentence, a short paragraph or bulleted. They can be serious, funny or quirky. They can be located right next to or underneath product titles and product images. They can be scannable selling points or have strong readability.

A product or service description might be defined as the copy or content used to describe a value proposition to potential customers. It explains the features, characteristics, and benefits of the product or service in a way that informs customers and provides encouragement for them to make a purchase.

A clear and compelling description provides potential customers with details about features, problems that can be solved, and answers questions. It highlights the value, describes benefits, and showcases the unique selling points that make the product or service stand apart from competitors. It creates desire. There is no doubt that the quality of the description can make or break a sale.

Moreover, a great product or service description will help ensure that marketing and sales professionals are aligned, so messages and services are delivered that match the company's mission without division, conflict, or confusion.

Further Reading

Barrall, I., & Barrall, N. (2008). *Intelligent Business Coursebook: Elementary Business English*. Pearson: Longman.

Hollet, Vicki. (1991). *Business Objectives (student's book)*. Oxford University Press.

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CHAPTER V

SENDING E-MAIL IN BUSINESS

Email is the most common form of written communication in the business world. Although emails are often seen as less formal than business letters, they still need to be professional in tone and structure, and are quite different from the casual messages you send to friends and family. However, business emails are not just letters sent via a computer – they have a style of their own which it is important to understand. Moreover, business e-mail is a method of business communication, which plays an essential role in establishing relationships with colleagues, partners, and sponsors.

General Instructional Purpose

After you learn this topic, you are able to use a variety of English in sending e-mails in a business context.

Specific Instructional Purposes

In Chapter 5, You are going to learn:

- *The concept of e-mail in international business*
- *Vocabularies related in writing professional e-mail*
- *Tone dan Formats which are important in writing a business e-mail*
- *Language Expressions used in writing international business e-mail.*

5.1 The concept of e-mail in international business

How to Write a Business Email

Business emails are a pillar of modern communication. On any given day, the average office worker receives **over 80 emails**. That's a lot of communication. While we send a lot of emails, many of them are not effective. Everyone's inbox holds those difficult to read or process emails, hanging around because the recipient is unclear on how to reply or act. Don't let that happen to your business emails. Etiquette, style, and format are essential to writing emails that get results.

This article will highlight best practices and walk you through an effective business email, step-by-step. By integrating these methods into your email preparation, you will write better emails and improve overall communication.

5.2 Vocabularies related in writing professional e-mail

Four Key Questions

There are four questions that you must consider as you begin to draft a business email:

1. Who is My Audience?

In all business writing, the audience is the top consideration. *Who* you are writing for will determine *how* you write your e-mail. The reader will determine the tone, formality, and content of the communication.

Your email's reader may be your colleague, client, or supervisor. Each reader will have a different background, project knowledge, and priorities. You can use project acronyms with a colleague who has the same deep project knowledge as you do. Those same acronyms will be confusing to an executive who needs an update for budget forecasting.

With your audience at the forefront, you will always write a more effective email.

The audience includes all the people included in the sender fields. This includes the To:, CC:, and BCC: fields but main focus should be on those in the To field. Writing for the audience also means using these fields correctly.



The 'To:' field is for the direct audience who needs to reply or take action from the email content. The 'CC:' field is for readers who need to receive the email conversation for reference or clarity, but do not need to take action nor reply. The 'BCC:' field is for the audience who only needs to see the initial email and none of the later chain of replies.

Incorrect usage of the sender fields is a common business email mistake. It occurs when the audience and their roles are not thoughtfully considered. Use the Bcc field very judiciously. Often, it's best to forward an email separately, with a brief statement on why you're sending this information.

2. What is the Purpose?

An email must have a purpose. And it must have only one purpose.

This email practice is called the 'one thing rule'.

Each email should cover only one specific item, task, or request.

Covering multiple actions in one email can cause confusion and inefficiency. One email should not include both client report revision notes and a scheduling question for the quarterly meeting. This scenario calls for two separate emails.

By limiting emails to one thing, the email is easier for the recipient to understand, process and act upon. This clarity increases understanding and productivity.

In practice, we sometimes have to ask for several pieces of information related to the same topic. In this case, use a numbered list to clarify for your reader that the request has components. This will help your reader respond easily and ensure you receive all the specifics you need.

I need you to review these three items before we release the sketch to the production team:

1. *Content*
2. *Design*
3. *Color choice*

3. Is This Email Necessary?

There is a tendency to over-communicate by email. While email is efficient and provides an electronic paper-trail, not all communication should occur over email. Ask yourself: “Is this email really necessary?” Perhaps a quick phone call or a ping on the company messenger is more appropriate. If you’re expecting a lot of back-and-forth on the topic, a short conversation can eliminate a lengthy email chain. Choose the right channel to send information. Email is great, but it's one channel.

4. Is Email Appropriate?

Email can be used in many scenarios but is not always appropriate. If you are delivering bad news, do so in person or buffer the email thoughtfully. An email is impersonal and is difficult to convey empathy or compassion. If you must write a business apology email follow these rules.

Sensitive information sent by email runs the risk of being accidentally shared. There are plenty of cases of email mishaps, ranging from funny to serious. Whether the information is personal contact or personal opinion, consider whether it’s appropriate for an email. If you wouldn’t want it accidentally shared, be very thoughtful about how it is sent in the first place.

If you are unsure if an email is appropriate, ask yourself if you'd be comfortable with that email being projected in a meeting. Attending the meeting are your boss, all your future bosses, and your mother. If it passes this test, then send it. If not, there is likely something that is not appropriate.

5.3 Tones, Formats & Tools in writing e-mail

Tone

Finding the correct tone can be the biggest headache in drafting an email. The tone changes based on your audience. It can range to formal to friendly but is always professional and should always be matched to your audience. Wordy politeness can often be overlooked in efforts to be brief in emails. However, please and thank you should be included anytime it is appropriate.

Avoid ALL CAPS because it SOUNDS LIKE YOU'RE YELLING.

Also, writing in all caps could route your email to the spam folder). If you wouldn't shout the statement in person, don't shout it in an email. Instead, use *italics*, underlining or **bold** to emphasize important points.

Example: Vacation requests must be submitted *at least two weeks in advance*.

Notice the harsh tone if the bold text is swapped for caps: Vacation requests must be submitted AT LEAST TWO WEEKS IN ADVANCE.

One exception: Do use all caps in email headings when writing to any organization that strips html formatting from email. The military, military academies, and some financial institutions with strict security protocols often strip html formatting.

Headings are very helpful to readers. They allow a reader to skim and find information easily. They're a business writer's best weapon against information overload.

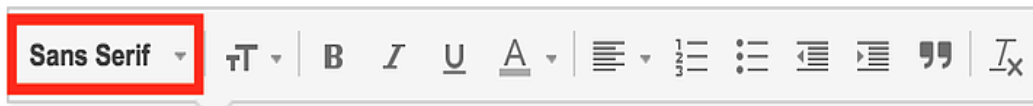
Avoid excessive use of punctuation or emojis. Exclamation points should be used sparingly! Emojis continue to have a larger role in digital communication and several style guides have approved their *judicious* use in business writing. I follow the rule of only using them after the other party has sent one. They should never be used in formal business emails.

Formats

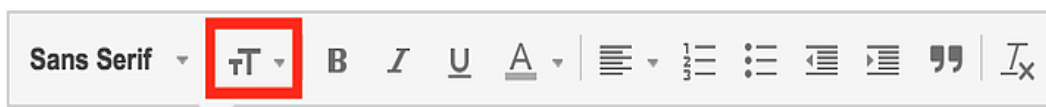
Emails are meant to be skimmed, so they should have plenty of white-space to assist the reader. Use shorter paragraphs, lists and bullet points to streamline the information. And, use headings to break up concepts and allow a reader to skim.

In addition, awkward formatting copied from other documents or emails can be distracting. To have seamless formatting for your email, strip the text formatting of the new content by using your email client's Remove or Formatting function.

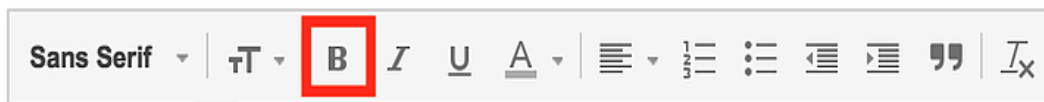
Here are the most common formatting features and how to use them.



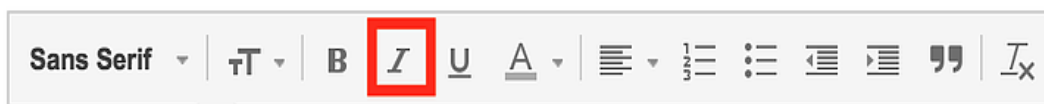
Font: The font is the typeface that you should choose for your email. It is best to choose a sans serif (a typeface without decorative strokes at the end) as they are more modern and simpler and easy to read onscreen. They are also easier to read at a small size. Gmail uses Sans Serif as the default. You could also use Arial, Helvetica, Tahoma, Trebuchet MS, or Verdana.



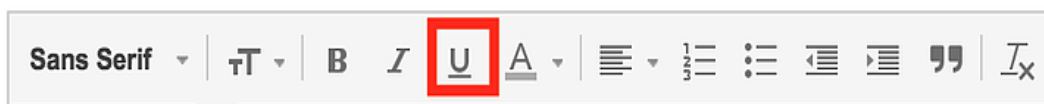
Text Size: You should try to keep your email in the normal size. This is between 10–12pt.



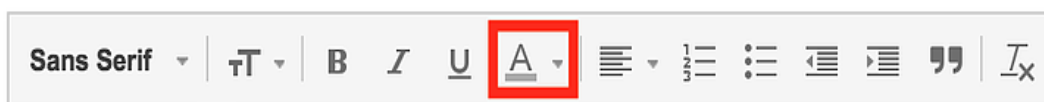
Bold: You can use bold for headings and to emphasize important text. Bold text catches the eye of readers as they scan the email.



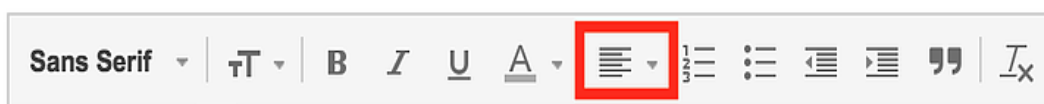
Italics: Italics are a softer way to draw attention to an area of text. They are used to bring emphasis to an area of a sentence. They do not make words stand out when the user is scanning a page the way bold text does. Italics should also be used for titles of full works.



Underline: Underlined text can easily be confused for a link. When writing an email, it's best not to use underlined text to draw attention to an area of an email. It is better to use bold or italics.

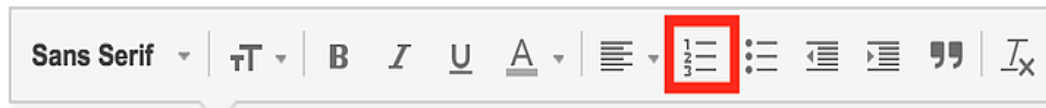


Text Color: You should avoid using multiple text colors in an email as it draws the eye in to multiple locations and looks unprofessional. It is likely that your email program makes your hyperlinks blue.

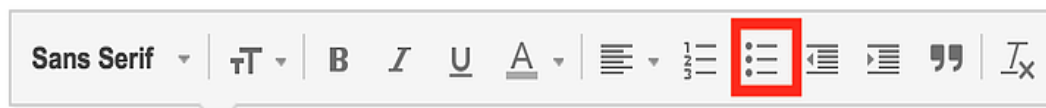


Alignment: Business writing uses text that is fully aligned left. Academic writing indents the first sentence of a paragraph five spaces. In business email, you will never need to indent the start of a paragraph.

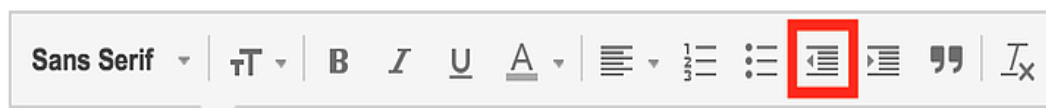
Users scan pages in a F-shaped pattern. By changing the alignment, it makes it more difficult for the reader to skim.



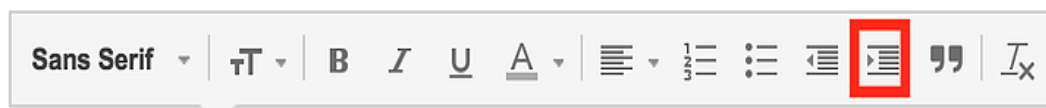
Numbers: Using a numbered list can help organize content where the sequence is important. For example, if you were describing steps you would want to use a numbered list.



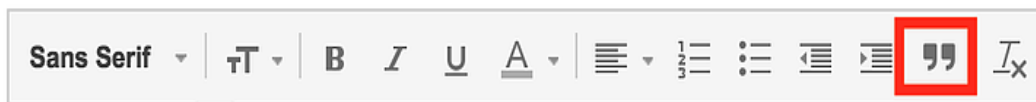
Bullet Points: Bullet points are a great way to create white space on your page and draw attention to related items. Bullet points work best for unordered lists.



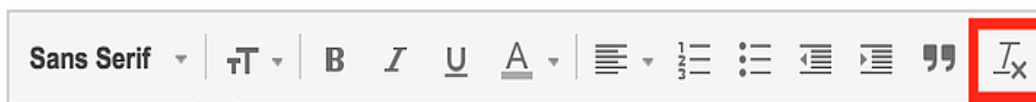
Indent More: In business emails you should not indent the first sentence of a new paragraph. A line break represents the start of a new paragraph. The indent more button allows you to add an indent to text. This is useful on rare occasions when you want to indicate that some information is a subset of what preceded it. It creates a visual indication that the indented information is less important.



Indent Less: This allows you to move your content to the left



Quote Text: If you are referring to quoted text you should use the quote text function. It provides a slight indent to your content and a grey vertical line to the left. This shows readers that you are quoting text.



Remove Formatting: If you are pasting text into your email, it is vital you use the remove formatting function. Otherwise, you will paste the text styles and it will be obvious to your reader that you copy and pasted that text. To use this function, select the text you want to remove formatting. Then click the remove formatting button.

Attachments and Links

Any referenced attachments or links must be included in the email. Either name the file so that it is clearly identified or include the document title in parenthesis immediately after you mention it in the email.

Don't make the reader go hunting for the information they need. If an attachment was sent to the recipient previously, attach it again anyway. This way, they can easily access the information rather than searching through their inbox. Of course, double-check that the file is attached and correct. Forgetting to include an attachment requires an unnecessary (and embarrassing!) reply requesting it, which can delay the work.

Links can be directing the reader either to websites or to intranet directories. These hyperlinks can be lengthy and distracting in email text. Instead, integrate the hyperlink into the existing sentence.

Bad example: You may find this resource useful in preparing the report: <http://www.instructionalsolutions.com/blog/technical-writing-engineers>

Good example: You may find this [technical writing resource](#) useful in preparing the report.

You should also test the link to ensure that it opens the correct site.

Review

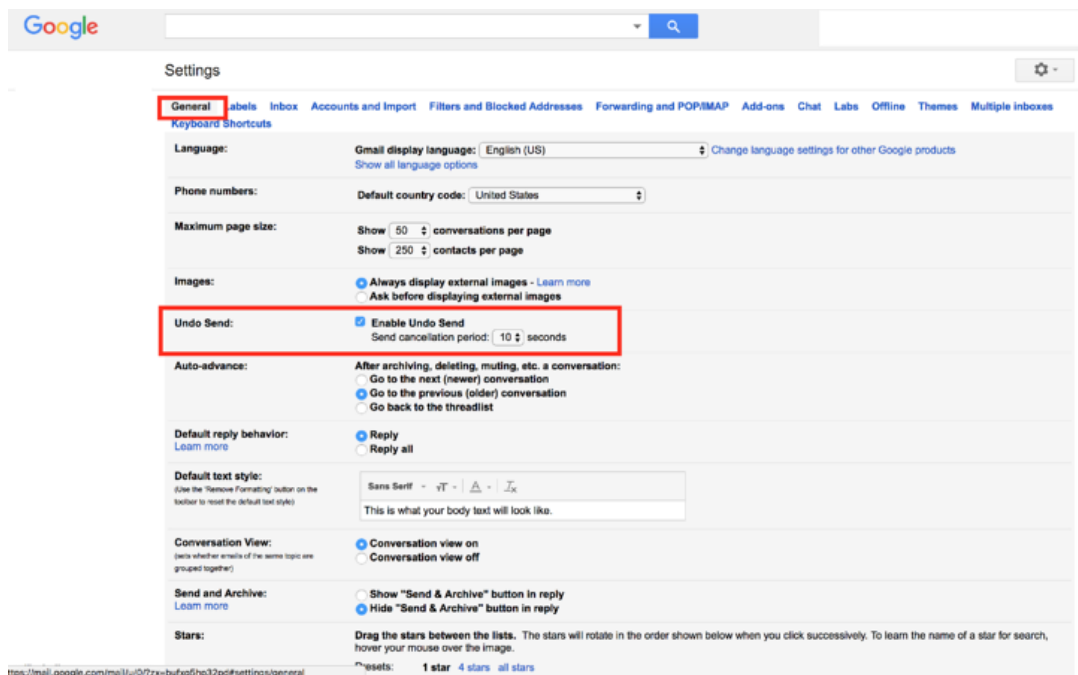
Once your email is composed, do not click send. Yet.

Take a moment to review your email. Check for grammatical or spelling errors ([Grammarly](#) has a helpful free tool). Typos suggest carelessness and can even convey incorrect information.

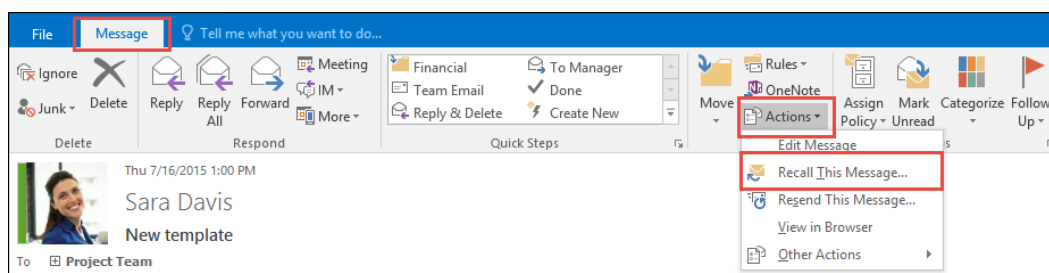
Undo Send

Have you ever clicked send and then gasped in horror? Perhaps it's an 'I didn't mean to send it to *that* Brad!' situation. Or it may be the less embarrassing but still annoying 'I meant to *include* Brad on that email!' scenario.

Thankfully, some email clients have found a solution to this potential embarrassment with the addition of 'Undo Send'.



In Gmail, you can **enable this function** in Settings. You can choose from a 5 to 30 second cancellation period.



In OutLook, you can **recall an unread email** sent to a recipient with an Exchange account in the same organization. This feature does not work will in practice because if it has been read by anyone, it cannot be recalled. In this case, simply forward the email with an error and state your apology and clarification.

Canned Responses in Gmail

Do you send the same email over and over again? Save time by using **Canned Responses in Gmail**. This function allows you to save standard emails. When you would like to send the standard reply, simply select your preferred prepared template in the Compose window. You can also set Canned responses to send automatically to inbound email with specific details.

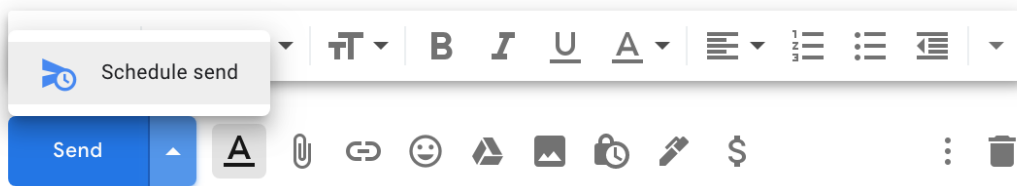
Filters and Folders

Is your inbox overwhelming? Thoughtful use of **filters** and **folders** can help reduce email stress. You can label and even color-code emails from specific people or even whole domains. These labels will allow the emails to be easily archived once read.

You can set up filters to automatically mark as read or archive low priority reference emails, like a delivery tracking update. A short investment in setup time will provide long-term time savings.

Schedule Emails with Gmail

Are you working late, but want your email to arrive in your client's inbox first thing tomorrow morning? We used to suggest using Boomerang to schedule emails but now you can do it right within Gmail. If you click the little arrow to the right of the send button you can specify when the email will send.



Scheduled emails will appear in a new folder called "scheduled" right under the "sent" folder. From there you can cancel the send at any time before the email sends.

Caution: If you are sending information to recipients who report to you, don't send late evening emails because it can create an expectation of 24/7 work across your team. Schedule the emails to send at the start of normal work hours.

Keyboard shortcuts

Drafting an effective business email takes time. However, you can save time by using keyboard shortcuts. Save clicks while selecting emails, marking unread, adding a hyperlink and more. Check out the shortcuts for **Gmail** and **Outlook**.

Track email opens

If you've ever sent the email: 'I'm just checking to see if you got this.', then you should be using email tracking.

There are a **wide range of email add-ons and applications** that will track if your email is opened by the recipient.

5.3 Language Expressions used in writing international business

Subject Line

The subject line is the mini-summary of your email. It provides the biggest opportunity to ensure your email gets read. The goal of a subject line is to get your reader to open the email without tricking them. It is also the place where mistakes are most commonly made. Think of it as your email's headline. It should be a 3- to 8-word overview of the content.

Subject lines that are too brief or too lengthy cause confusion. If it makes the email seem difficult or confusing to reply to, the recipient may not open it immediately or at all.

Bad Examples:

'Important!'

'For Your Review'

'Questions About Expansion Performance Target Report Deadline Extension Request' For Client Meeting'

Good Examples:

'Your Bookshop Order Delivery Dec 2'

'Client Report Revisions: Please Review by 4 PM'

‘Expansion Report Extension Requested until Friday’

Email clients will also review the subject line for signs of spam. This is especially important for sales teams who may be cold-emailing clients. Certain terms are flags for spam algorithms and may be filtered to a Junk folder. Avoid using words such as ‘Sales’, ‘Please read’ or ‘Profits’, or having one-word subjects. Also make sure you are replying to the correct thread. Do not use an old email thread for a new topic.

Greeting

Your greeting should be professional and concise. It is always preferable to address the recipient using their name, but it may not always be possible.

- Good afternoon,
- Greetings,
- Dear Ms. Jones:
- Hi Jeff, (salutation format)
- Hi, Jeff. (sentence format)

Brief Pleasantry

If you’re emailing someone for the first time, your opening line could be a short pleasantry connecting you and the recipient. One sentence should be enough. Indicate how you connected. This reminder will give the reader context for the following information.

“It was great to meet you at last night’s networking event.”

If you’ve received something from the recipient, offer your thanks. It could be a thank you for an offer of assistance, for an interesting piece of content they shared or even for simply reading the email.

“Thank you for sharing your article on management strategies. The findings are valuable.”

‘I appreciate you taking the time to help me with this project.’

If you want to keep it general, warm well-wishes will do.

‘I hope you’re well!’

Omit a pleasant greeting if you’ve recently or frequently communicated with each other.

Be very careful of over-spinning pleasantries at the start of the email. The purpose of your email should be the overt start. Remember the acronym B.L.O.T. — bottom line on top. What do you want your reader to know or do? That’s the most important opening.

Purpose

As previously noted, each email should address just one thing, one purpose. This task, request or information should be presented clearly and directly after the pleasantries. This is the B.L.O.T.— bottom line on top.

Be concise and direct. Don’t hide your request or it can easily be overlooked or ignored.

‘Please provide your feedback on the budget.’

‘Can you participate in the project kick-off meeting next Thursday?’

‘Did you have any revisions to the final report?’

Remember the acronym B.L.O.T. — Bottom Line On Top.

Additional Information

Some business emails may require additional information for the reader. It could be clarification on the task, a link to resources or examples, or other helpful information. This information should be included thoughtfully. Only directly relevant content should be added.

Call to Action

Near the end of the email, include a specific call to action. The email is being sent to accomplish one task. The call to action should leave no confusion as to your request. Do not assume the reader understands the desired result from prior information. Emails can easily be misinterpreted if there is any grey area.

This statement should include the specific action and the timeline. If you are sending the email to multiple people, clarify task responsibility by directly naming the intended person.

Clarification of tasks and expectations allows for the recipient to respond more effectively.

Bad examples: “Can you take care of this?”

“Let me know what you think.”

Good examples: “Sarah: can you forward the survey to all staff by Friday at noon, please?”

“I’d appreciate your feedback on the draft agenda. If you have any edits, please send them by tomorrow, Tuesday, at 10 AM.”

If you would like a confirmation, you can phrase the call to action as a question. If the call to action is a notification that does not necessarily require a reply, you can structure the call to action as a statement.

Closing Message

The closing message simply indicates that the email is complete. While it is not a requirement in modern email writing, a brief, polite phrase will nicely round out your email.

‘Thank you for your time,’

‘I look forward to your response,’

‘Kind regards,’

Sign-off & Signature

The end of the email includes a sign-off of your name. The phrasing should match the formality of the email.

Most formal: Dr. John Smith

Dr. Smith

John Smith

Least formal and most common: John

Your email signature is a type of electronic business card that is appended to your email. It should include the most important context and contact details for your reader. This is the place to help your reader with relevant contact or contextual information, not brag or insert philosophical quotes. Images and logos can be useful, but be aware of the sizing and how they will appear on mobile devices.

5.4 Videos Explanation about Writing E-mail

Scan the barcodes below to watch the explanation about e-mail in the videos!



5.4 Exercise

1. Make one business email in form of sending a business proposal to your lecture (pretend that your lecture is the CEO or Manager in charge of other company). Send your work to LMS provided by your lecturer. Put some attachments if it is needed to make your business e-mail looks better! share the file on Google sites and follow the following instruction!
 - a. Scan the barcode below to enter google sites e-portfolio.
 - b. Upload your project link which is uploaded onto YouTube or google drive to the available space on google sites. If you want to add a space to upload or give feedback, you can choose the features from the platform to insert whether text box to give comment or feedback, embed or drive to upload your link from YouTube or google drive.
 - c. Choose group partner or partner to give feedback based on the project. Please write down your feedback below your group partner/partner's project.
 - d. After your project is given feedback by your group partner/partner and lecturer, revise it.
 - e. finally upload again the final version of your project as soon as possible to get assessed by your lecturer.



5.5 Summary

Business emails are a pillar of modern communication. On any given day, the average office worker receives over 80 emails. That's a lot of communication. While we send a lot of emails, many of them are not effective. Everyone's inbox holds those difficult to read or process emails, hanging around because the recipient is unclear on how to reply or act. Don't let that happen to your business emails. Etiquette, style, and format are essential to writing emails that get results. To make a great business email, some consideration should take into account such as formats, tones, useful language expressions and some understanding of tools in e-mail. These points will help us to build a good business e-mail.

Further Reading

Hollet, Vicki. (1991). *Business Objectives (student's book)*. Oxford University Press.

Jones, S. (2010). *Business Basics I*. English Everywhere. *Business English*. Pearson: Longman.

CHAPTER VI

CAREER (JOB INTERVIEW)

A job interview is an interview consisting of a conversation between a job applicant and a representative of an employer which is conducted to assess whether the applicant should be hired. Interviews are one of the most popularly used devices for employee selection. Interviews vary in the extent to which the questions are structured, from a totally unstructured and free-wheeling conversation, to a structured interview in which an applicant is asked a predetermined list of questions in a specified order; structured interviews are usually more accurate predictors of which applicants will make suitable employees, according to research studies.

General Instructional Purpose

After you learn this topic, you are able to determine a question that will be asked by an interviewer and applicant and able to respond to questions in a job interview.

Specific Instructional Purposes

In Chapter 6, You are going to learn:

- *Vocabularies and expressions in Job Interview.*
- *Language expressions used by interviewers and candidates.*
- *Business Culture related to Career in abroad country.*

6.1 Warming Up

Describe the pictures in 1 minute using your own words!



1. How many jobs have you had so far?
2. What kind of job did you enjoy most?
3. Have you ever consider changing your job? Why?

6.2 Vocabularies

association: an organization or club.

fluent: a) having full command of a foreign language, b) spoken or written with ease.

get on with someone: to have a friendly relationship with them.

queue: to stand in a line waiting for something.

advertisement: a promotion of a product or service.

keen: eager; willing.

6.3 Job Interview Dialogue

Job Interview Example

Interviewer : How many jobs have you had since leaving university?

Candidate : I've worked for six companies.

Interviewer : Why have you changed jobs so often? Candidate: I wanted to earn more money.

Interviewer : What have you done that shows leadership?

Candidate : Well, I lead the sales team. I'm also chairperson of a local business association.

Interviewer : What are your strengths?

Candidate : I'm fluent in Italian and Spanish. I'm good at training sales staff and I get on well with people. I think I'm very good at organizing seminars for customers.

Interviewer : In what ways has your job changed since you joined the company?

Candidate: I now have more responsibility and work longer hours.

Interviewer : What mistakes have you made?

Candidate : I'm not patient when people don't meet deadlines.

Interviewer : Have you ever worked with a difficult person?

Candidate : Well, the boss in my last company wasn't easy to work with.



Comprehension Questions

1. How many companies has the candidate worked for?
2. Why has the candidate changed jobs so far?
3. What strengths does the candidate possess? Say just two things.
4. What mistake has been made by the candidate?

Further Comprehension (Watching Video to Know More Information)

Scan these below barcodes to watch some videos about job interview!



6.4 Useful Expressions in Job Interview

Interviewer & Candidate

[Experience]

What did you learn from your last job?	I learned to...
What didn't you like about your last job?	Well, I had a problem with...

[Skills]

What are you good at?	People say that I'm good at...
Do you have any special skills?	My main strengths are...

[Future plans]

What do you want to do in the future?	My main aim is to...
Where do you want to be in ten years' time?	I plan to be...
	I hope to have...

[Interests]

What do you do in your free time?	I really enjoy...
What are your main interests?	I spend a lot of time...

6.5 Business Culture related to Career in abroad

China: Interview Etiquette

- ✓ Your interview may be scheduled on a weekend, as some offices are open on Saturdays.
- ✓ You may be greeted by a handshake, nod or slight bow to the head. Return the gesture that is initiated by the interviewer. The traditional Chinese greeting is a bow. When bowing to a superior, you should bow more deeply and allow him/her to rise first.
- ✓ Dress in appropriate attire for the industry to which you are applying. It is best to be slightly conservative (more formal) for the first interview. For males' conservative suits and ties in subdued colors are the norm. For females, conservative suits or dresses are generally worn. A blouse or any other kind of top should have a high neckline. Neutral colors such as beige and brown are common. Due to the emphasis on conservative, modest dress in Chinese business culture, flat shoes or very low heels are the main footwear options for women. High heels are acceptable at formal receptions.
- ✓ the interview: if you are presented with business cards, accept with both hands. Study it for a few moments before carefully placing it away. Do not hastily stuff a business card into your back pocket or write on someone's business card, as this is regarded as highly disrespectful.
- ✓ be aware that in China, it is perfectly acceptable to ask people questions about age, income, marital status or related subjects. If you do not wish to answer personal inquiries, side-step these questions as graciously as possible. Regardless, do not express annoyance, outrage or similar feelings that will cause the questioner to 'lose face'.

6.6 Exercise

1. Find a partner and make a role play about doing job interview. Record it and share the video on Google sites and follow the following instruction!
 - a. Scan the barcode below to enter google sites e-portfolio.

- b. Upload your project link which is uploaded onto YouTube or google drive to the available space on google sites. If you want to add a space to upload or give feedback, you can choose the features from the platform to insert whether text box to give comment or feedback, embed or drive to upload your link from YouTube or google drive.
- c. Choose group partner or partner to give feedback based on the project. Please write down your feedback below your group partner/partner's project.
- d. After your project is given feedback by your group partner/partner and lecturer, revise it.
- e. finally upload again the final version of your project as soon as possible to get assessed by your lecturer.



6.6 Summary

A job interview is an interview consisting of a conversation between a job applicant and a representative of an employer which is conducted to assess whether the applicant should be hired. Interviews are one of the most popularly used devices for employee selection. Interviews vary in the extent to which the questions are structured, from a totally unstructured and free-wheeling conversation, to a structured interview in which an applicant is asked a predetermined list of questions in a specified order; structured interviews are usually more accurate

predictors of which applicants will make suitable employees, according to research studies. There are some useful expressions that we can use when we have a job interview. Besides, we also need to understand several etiquettes in several countries related to job interview.

Further Reading

- Dipboye, R. L., Macan, T., & Shahani-Denning, C. (2012). The selection interview from the interviewer and applicant perspectives: Can't have one without the other. *The Oxford handbook of personnel assessment and selection*, 323-352.
- Jones, S. (2010). *Business Basics I*. English Everywhere. *Business English*. Pearson: Longman.
- Roulin, N., & Bourdage, J. S. (2017). Once an impression manager, always an impression manager? Antecedents of honest and deceptive impression management use and variability across multiple job interviews. *Frontiers in psychology*, 8, 29.

CHAPTER VII

BUSINESS PRESENTATION

A business presentation is a formal tutorial or introduction of business practices or products. A business presentation is typically carried out using audio/visual presentation material, such as projectors and statistical documents created with presentation software, or more rudimentary materials such as flip charts and whiteboards.

General Instructional Purpose

After you learn this topic, you are Able to Integrate ideas in an English presentation in front of a business audience in a good and polite manner.

Specific Instructional Purposes

In Chapter 7, You are going to learn:

- *Vocabularies related to Business Presentation.*
- *Language expressions used in doing business presentation.*
- *Understanding Business meeting and presentation etiquette in abroad country.*

7.1 Vocabularies

Objective : what you are trying to achieve.

go through : to read or check a list, story, or plan from beginning to end.

Adjust : to change something so that it is more effective or appropriate.

Imprinted : firmly fixed.

no more than : the phrase to emphasize how small a number or amount is.

Transparency: a small piece of photographic film with a frame around it which can be projected onto a screen so that you can see the picture.

7.2 Warming-Up Activity

Describe the picture in 1 minute using your own words!



2. Do you get nervous when you talk in public?
3. How often do you give a presentation?
4. What is the most important thing when preparing for a presentation?

7.3 Business Presentation Dialogue

A group of management trainees are talking about the preparation of presentations.

George : Now let's think about the preparation for the presentation. What do you have to prepare for it?

Sara : The most important thing is to know about the audience, find out about...

Luigi : Yes, but you need to make sure of your objectives first, so decide on the objectives—what you want the talk to achieve.

Sara : Yes, but to do that, you need to know about the audience—their knowledge, what they want to know, everything like that.

Luigi : Yes, all that's important...

Hal : Yes, true...

George : So, audience and objectives.

Others : Yes / right / okay.

Hal : Then the third thing is you have to go through the content, gather information, organize it, decide on a structure.

Sara : Yes, get a good structure, I agree. Then once the structure is okay, you need visuals, any graphs and that sort of thing.

George : Yes, the visual supports.

Sara : Then, well, you could write it all out. At least the introduction—just to practice it. Some people write out everything, some don't. It depends.

George : Yes, I think that's a good point. But practice is really very important. A key part of the preparation is to actually practice it, to give the presentation practice... until you could do it just from notes. Then, what else?

Luigi : Check all the language, keep it simple, make sure there's no mistakes on the visuals. Spelling and all that.

Hal : And I think you should check that the room is okay and the equipment.

George : Yeah...imaging, no slide projector, or....

Sara : Or the overhead hasn't got a bulb in it.

Comprehension Questions

1. According to Sara, what is the most important thing when preparing a presentation?
2. What do you need after you set up the structure of the presentation?
3. According to George what is the key part of the preparation?

Further Comprehension (Watching Video to Know More Information)

Scan these below barcodes to watch some videos about business presentation!



7.4 Language Expressions in Business Presentation

[Introducing yourself]

Good morning, everyone.
Let me introduce myself. My name is...
I'm a specialist in...

[Changing the topic]

Right, let's now move on to...
OK, I'll now look at...

[Structuring the presentation]

I'm going to divide my talk into four parts.
First I'll give you...after that, finally...

[Changing the topic]

To sum up...
So to summarize...

[Inviting questions]

If you have any questions, don't hesitate to ask.
I'll be glad to answer any questions (at the end of my talk.)

[Referring to visuals]

If you look at the graph...
Could I draw your attention to the chart?
If you take a look at the first year, you'll see...

[Giving background information]

I'll give you some background information.
Let's start with the background.

[Ending]

Thanks very much. Any questions?
Well, that's all I have to say.
Thank you for listening.

[Referring to the audience's knowledge]

As you know...
As you are aware...

7.5 Reading Activity

Pamela Pickford trains business people to make presentations.

The key is preparation. So, the first step is to find out who you're going to be presenting to. Now you need to do this on two levels. Firstly, how much does the audience know about the subject? Are they experts or do they know very little? Secondly, are you presenting to a group from the same or from different countries?

If possible, visit the room where you'll be giving the presentation beforehand and organize it precisely to your own requirements. Check that you're familiar with the equipment, re-arrange the seating, and try to make yourself feel comfortable and relaxed in it.

So once you know who you're presenting to and where, you're ready to start preparing what exactly you're going to say. Stage one is the opening —those all-important first few moments that can make or break the presentation. Then stage two, a brief introduction about the subject of your talk. Thirdly, the main body of the presentation, and fourthly, the conclusion which should include a summary of your talk and your final opinion or recommendations. Finally, the question-and-answer session.

Now the most important stage is the opening minute or so and I'd suggest that people memorize it exactly as if they were actors. Write down the opening with all the pauses and the stress clearly marked, and then record it, listen to it, and practice it again and again. This is so important because if it's properly done, you not only get the audience's attention immediately, but you feel confident during what can be the most frightening part of the presentation. After that, you can start using your notes.

So, the first step is to write those notes. Write the whole presentation out just like an essay. Then select the key points. But read the full version over and over again until it's imprinted on your mind. The next step is to buy some small white postcards and write no more than one or two of the key points or key phrases onto each one.

Now visual aids, like overhead transparencies, are very important of course. But most people put far too much information on them. Don't - because it's difficult to read and it bores the audience. Limit yourself to a maximum of five points on each. Remember to turn off the projector when you're not actually using it. And don't talk to the machine, or the transparency, which again, lots of people do. Face the audience at all times.

Finally, remember that it's not just what you say. How you say it is just as important. Quite unlike meetings and negotiations, a good presentation is very much a performance.



Comprehension Questions

1. Are these statements true (T) or false (F)? Tick the boxes.

	T	F
1. When preparing a presentation, try to find out what your audience already knows.		
2. Everyone in your audience should be at the same language level.		
3. Visit the room in which you are presenting before you actually make the presentation.		
4. If you memorize the introduction, you will be more confident when making a presentation.		
5. The whole text of your presentation should be written on postcards.		
6. If you use an overhead projector, you should remember to turn it off when you don't need it.		
7. Remember that the content of the presentation is much more important than your presenting style.		

7.6 Business Culture

Norway: Business meeting and presentation etiquette

- ✓ Meetings are rather informal.
- ✓ Send an agenda before the meeting so that your Norwegian colleagues can be prepared.
- ✓ There is not much small talk. Norwegians prefer to get to the business discussion quickly.
- ✓ Presentations should be precise and concrete, and backed up with charts, figures and analysis.
- ✓ Avoid hype or exaggerated claims in your presentation.
- ✓ Leave time for Q&A at the end of a presentation. Norwegians do not interrupt and will save their questions until you have finished speaking.

7.7 Exercise

1. Prepare a business presentation containing:

1. Company profile.
2. product or services marketed by the company.
3. Important figures: number of employees, company subsidiaries, and profits.
4. Your duties in the company.

You can choose one of the companies you know and find more information about the company on Google or other search engines. Record it and share the video on Google sites and follow the following instruction!

- a. Scan the barcode below to enter google sites e-portfolio.
- b. Upload your project link which is uploaded onto YouTube or google drive to the available space on google sites. If you want to add a space to upload or give feedback, you can choose the features from the platform to insert whether text box to give comment or feedback, embed or drive to upload your link from YouTube or google drive.
- c. Choose group partner or partner to give feedback based on the project. Please write down your feedback below your group partner/partner's project.
- d. After your project is given feedback by your group partner/partner and lecturer, revise it.
- e. finally upload again the final version of your project as soon as possible to get assessed by your lecturer.



7.8 Summary

A business presentation is a formal tutorial or introduction of business practices or products. A business presentation is typically carried out using audio/visual presentation material, such as projectors and statistical documents created with presentation software, or more rudimentary materials such as flip charts and whiteboards. Some important vocabularies and language expressions are available when you want to do a business presentation. Besides, there are some points which are also taking into account when we do a business presentation abroad.

Further Reading

Hollet, Vicki. (1991). *Business Objectives (student's book)*. Oxford University Press.

Jones, S. (2010). *Business Basics I*. English Everywhere. *Business English*. Pearson: Longman.

Sweeney, Simon. (2011). *Communicating in Business (Second Edition)*. Published by Cambridge University Press.

CHAPTER VIII

CULTURAL DIVERSITY AND SOCIALIZING/BUILDING (CROSS CULTURE UNDERSTANDING IN BUSINESS)

Cross cultural understanding simply refers to our ability to recognize, interpret and correctly react to people, incidences or situations that are open to misunderstanding due to cultural differences. Let's take Asian culture as an example: silence within a conversation is a critical aspect that demonstrates good listening skills. Within an Asian business setting, your question may not receive a response right away. The silence between the question and the answer is deemed acceptable and shows that the people involved are paying attention and considering what they say carefully.

General Instructional Purpose

After you learn this topic, you are Able to understand the cultural differences in business in various countries, familiarize themselves with the procedures for welcoming guests, public relations procedures, inviting colleagues, making appointments, and providing information to audiences in business organizations.

Specific Instructional Purposes

In Chapter 8, You are going to learn:

- *cross cultural understanding.*
- *welcoming visitors.*
- *small talk.*
- *culture and entertainment inviting, accepting, or declining eating out.*

8.1 Cross Cultural Understanding

What is Cross-cultural Understanding?

Cross cultural understanding simply refers to our ability to recognize, interpret and correctly react to people, incidences or situations that are open to misunderstanding due to cultural differences. Let's take Asian culture as an example: silence within a conversation is a critical aspect that demonstrates good listening skills. Within an Asian business setting, your question may not receive a response right away. The silence between the question and the answer is deemed acceptable and shows that the people involved are paying attention and considering what they say carefully.

On the other hand, people from the United States, Brazil or France view silence as an awkward part of the conversation and attempt to fill it up as quickly as possible. When dealing with business partners from Asian cultures, this behavior may give the impression that you are not listening carefully enough.

Benefits of Acquiring Cross-cultural Understanding

The following points are just several various benefits of acquiring cross cultural understanding in business:

1. Breaking Down Barriers

All of us have certain barriers such as preconceptions, prejudices and stereotypes that obstruct our understanding of other people. Cross cultural understanding demystifies other cultures through presenting them under an objective light. Through learning about other cultures, barriers are slowly chipped away thus allowing for more open relationships and dialogues. This will enable you to create a more collaborative atmosphere with your foreign business partners, clients or investors.

2. Building Trust

When people's barriers are lowered, mutual understanding ensues, which results in greater trust. Once trust is established, altruistic tendencies naturally manifest, allowing for greater cooperation and a more productive workplace.

3. Developing Listening Skills

Listening is an integral element of effective and productive communication. Cross-cultural understanding helps people to understand how to listen, what to listen for and how to interpret what they hear within a much broader framework of comprehension. By becoming good listeners, people naturally become good communicators.

4. Improving Career and Business

Cross-cultural understanding enhances people's skills and therefore will enable you to get more future employment and business opportunities. Having cross-cultural understanding will make you easier to collaborate with foreign business partners. Eventually, you will be able to expand your business up to global scale.

Listening Practice

Listen to the recording. An American, Peter Wasserman, who is the CEO of an international company, talks about what he thinks is important in preparing for business contacts with people from other cultures. Did you think of any of the same issues? Scan the barcode below to listen to the audio!



8.2 Welcoming/Receiving Visitors

In a big company, organization, or well-organized government office, there's usually an information section, or reception area, where receptionists are ready to help visitors. For some smaller companies, the secretary is also a receptionist, as well. When receiving visitors, the first important step is greeting them and finding out who they are and what they want. Sometimes it's necessary to offer them a seat or a cup of coffee. Small talk is a short conversation about the flight, the weather or other common topics that put the visitors at ease and also plays an important role in your company's relationship with your client. Many times, visitors need accurate directions for finding their way around the office. The receptionist may send the visitor to the right department, or she may take the visitor there herself.

Get Started

Discuss the following picture with your partner and answer the questions below!



1. Where are these people?
2. Who are they?
3. What are they doing?

Greetings and Identification

When receiving visitors, the first important step is greeting them and finding out who they are and what they want. The visitors will usually mention their names and the name of the company that they work for.

Listen to the recording by scanning the code below!



After you listen to the conversation, please answer the questions below!

- a) Is the meeting between Len Ewing and Evco formal or informal? Give reasons for your answer!
- b) Do they know each other quite well?
- c) Len has a problem. What is it?

8.3 Small Talk

Small Talk in English

In most English-speaking countries, it is normal and necessary to make "small talk" in certain situations. Small talk is a casual form of conversation that "breaks the ice" or fills an awkward silence between people. Even though you may feel shy using your second language, it is sometimes considered rude to say nothing. Just as there are certain times when small talk is appropriate, there are also certain topics that people often discuss during these moments.

How to Make Small Talk

There are four strategies that'll help you make small talk in any situation.

First, ask open-ended questions. Most people enjoy talking about themselves -- not only are we are our favorite subjects, but it's also easier to discuss yourself than something you know little about. Think about it: Would you have a harder time speaking about 14th century glass-blowing or your favorite book? Open-ended questions generate an interesting, dynamic conversation and encourage the person you're speaking with to open up.

Second, practice active listening. It's tempting to tune out occasionally, but you'll forge much stronger connections if you pay attention. The other person will notice how engaged you seem. In addition, it's much easier to ask relevant questions and remember details to bring up later if you're not listening with one ear.

Third, put away your phone. We tend to pull out our phones when we're feeling uncomfortable or awkward in social situations, but nothing will sabotage your conversational efforts more quickly. Few people will approach you if you're scrolling through your phone, and you'll send a plain message to anyone you're already talking to that you're not interested.

Fourth, show your enthusiasm. Small talk might not always be the most stress-free activity. However, if you go into it with the right attitude, you can actually have fun. View these conversations as opportunities to learn more about other people. You never know whom you'll meet or what they'll have to share, so embrace the chance it'll be an amazing discussion.

Small Talk Topics

Having good small talk topics up your sleeve won't just help you kick off great conversations, it'll also relieve some of the anxiety of walking into an unknown environment.

1. The location or the venue

Discuss your surroundings. For example, *“Are you in a beautiful hotel, home, or conference area?”*; *“Is the town noteworthy?”*; *“Did you recently visit somewhere cool nearby?”*

2. Entertainment

Talk about what you’ve enjoyed lately and what’s on your list. That might include the Netflix show either of you are binge-watching, the last movie each of you saw, the books you’re reading, the podcasts you’re streaming, any plays you’ve attended, and so on.

3. Art

If the person you’re speaking to enjoys art, ask them which museums they’ve gone to and would like to visit, their favorite exhibits, which artists they enjoy, if they have any recommendations for galleries, which genre and medium of art they prefer, how their interest developed, and so on.

You can also discuss changes in the art world. Are there any new trends developing they’re interested in (like *“post-internet art”*)? What are their thoughts?

4. Food

Food is one of the best small talk topics, since almost everyone loves to eat. Ask which restaurants they’d recommend and the dishes you should order. If they don’t eat out often, ask which dishes they like to make at home. Describe an upcoming scenario and get their opinion on what you should cook or bring. For example, *“I’m responsible for dessert for a housewarming party. There are 10 people coming -- two vegans, one person with a nut allergy, and another who doesn’t eat gluten. What would you suggest?”*

5. Hobbies

Delve into the other person’s passions. They’ll be enthusiastic to talk about what they love, and you’ll get the chance to connect with them on a deeper level.

Ask what they do in their free time, which activities they participate in outside of work (and how they became involved), what their childhood hobbies were

versus now, whether they're taking any classes, and what they'd like to try (sushi-making, novel-writing, salsa dancing, etc.).

6. Work

Talking about your day jobs can be tricky. You don't want the conversation to devolve into a boring comparison of what you do -- which it quickly will unless you steer toward more interesting territory.

On the other hand, work is a good small talk topic because the vast majority of people have something to say.

Instead of asking generic questions like, *"Where do you work?"* *"How long have you worked there?"* and *"Do you like it?"*, use interesting, unexpected ones such as:

- *"My [niece/son/grandchild] wants to become a [profession]. Do you have any advice I should pass on?"*
- *"What's your favorite aspect of your job? Why did you decide to work in [X field]?"*
- *"Many of my clients in [X role] tell me [Y detail about job]. Has that held true in your experience?"*
- *"Which skill do you use the most in your work? Is that what you expected?"*
- *"What's the stereotype of a [job title]? Does it hold up?"*
- *"Is there anything you didn't anticipate about this role? Do you like or dislike that?"*

7. Sports

Some people could talk about sports all day. Others would rather talk about anything but. There are a few rules of thumb for discussing sports.

First, if you're in a group of two-plus people, make sure everyone is a sports fan. You don't want to exclude someone from participating. Second, while an enthusiastic conversation is fun, a heated one won't help your networking goals whatsoever. If you or the other person starts getting riled up, change the topic.

8. The Weather

Weather is the ultimate small talk topic. It's typically not the most scintillating conversation-starter, but with a little creativity you can spark some engaging discussions.

Ask about the other person's plans given the weather (for example, if it's rainy are they going to stay at home and watch movies? If it's sunny, are they going to have a BBQ, do something outdoorsy, go on a hike, eat dinner on their patio, etc.?)

You can also discuss their favorite type of climate and why they like it. This frequently turns into a discussion about their personality, which can be fun and interesting.

Get them talking about the climate in their hometown. Is it different from where they live now? The same? Which type do they enjoy more? If they could choose to live anywhere based solely on the weather conditions, where would it be?

Seasonal rituals and traditions are handy conversation-starters as well. Do they do anything special this time of year? Are there any places they visit, trips they take, people they see, or other activities they do?

9. Travel

Not everyone you speak with will be a world traveler, but asking if they've traveled anywhere interesting lately can open up a world of possibilities. From weekend trips an hour away, to big summer vacations, or bucket list journeys, this question can get even the most reserved prospects gushing about cherished memories or exciting upcoming adventures.

Make sure you have some follow-up questions around what they plan to do on their trip. What foods they're most excited to try. And what souvenirs they're planning to bring home.

10. Their Local Favorites

HubSpot Director of Sales Dan Tyre has a trick every representative can use. Before a call with a prospect, he Googles their town. Often, the people he's speaking with live in towns Dan's never visited, but with a two-minute search, he knows about their hottest new restaurant, what the weather is like currently, and which landmarks the locals love.

He uses this knowledge to wow his prospects with questions like, "Have you made it to [Insert hot new local play here] yet?" or "Are you staying cool over there? I hear it's going to be in the 90's this week." This extra step puts the prospect at ease, shows them Dan cares about what they care about, and builds immediate rapport.

Conversation Starters

The talking points below will be great umbrella topics for small talk.

For prospects:

- *"What's the most exciting thing about your business?"*
- *"What's the most exciting thing about your product?"*
- *"What's the most exciting thing about your team?"*
- *"What's the most exciting thing about your industry?"*
- *"What's the most significant change at your company in the past six months?"*
- *"If you could go back one year in time, what would you do differently?"*
- *"I'm curious to know your story."*
- *"Tell me about your highlights at [company name]."*
- *"Tell me about your lowlights at [company name]."*
- *"What's your biggest priority right now?"*
- *"What's your lowest priority?"*
- *"What is your boss fixated on right now?"*
- *"What's your number one most important metric?"*
- *"What can I do to help you achieve [X goal]?"*

For customers:

- *"How are things going?"*
- *"What's your progress on [X goal]?"*
- *"How has business changed since we talked last?"*
- *"What are you worried about?"*
- *"What are you happy about?"*
- *"Which industry events are you planning on attending?"*

- *“How are your efforts in [related business area]?”*
- *“How’s life in [city]?”*
- *“What can I do to make you even more successful?”*

For professional acquaintances:

- *“What’s your industry like right now?”*
- *“Do you need any introductions?”*
- *“As an expert in [field], I’d love to hear your thoughts on [event, announcement, major change].”*
- *“Tell me about your latest work win.”*
- *“We’ve discussed your role before, but it’s probably evolved since then.”*
- *“Which blogs are you reading to stay informed on [topic]?”*
- *“You’re still one of the only people I know who [did X, achieved Y].”*

Small Talk Questions

The talking points above are great topics for small talk, but you might be looking for specific questions. Here are a few that have proven to work extremely well.

1. *“How did you end up at [name of event]? If you could snap your fingers to instantly summon your [coworker, boss, best friend], would you? Why or why not?”*
2. *“What’s been the highlight of your [day, week, month] so far?”*
3. *“Are you a long way from home?”*
4. *“Would you recommend that [food or drink they’re holding]?”*
5. *“What’s the most memorable part of this [name of event] so far?”*
6. *“If this was Groundhog Day and you had to repeat this day over and over, would you be relatively happy or unhappy about this particular day?”*
7. *“What’s the last movie you saw in theatres? What did you think?”*
8. *“What was the last concert you went to? How was it?”*
9. *“How did you choose to work in [field]? If you could go back in time, would you make that same choice again?”*
10. *“Would you advise your children to go into [field]?”*

11. *"If you could turn one of your current skills into a bona fide superpower, which would it be and why?"*
12. *"Which TV show would you choose to live in?"*
13. *"Which TV show most closely mirrors your life?"*
14. *"You remind me strongly of a celebrity, but I can't remember who it is -- whom do people always compare you to?"*
15. *"When was the last time you did something for the first time? Were you glad you tried it?"*
16. *"If you were responsible for catering [event], what would you order?"*
17. *"If you were hosting this event, [who would you invite to speak, which theme would you have chosen, what would you have done differently]?"*

How to End the Conversation

It's also handy to have a pre-planned exit. If the conversation is stalling, or it's simply finished and you need a non-awkward way to walk away. Use this line to gracefully wrap things up.

Here are eight potential exit lines:

1. *"This has been great -- thanks for telling me about X. Do you have a card?"*
2. *"Can't wait to hear how [initiative, project, personal decision] goes! Let's catch up at the next [work party, conference, meeting, get-together]."*
3. *"I'm going to go grab [some food, a drink]. Great to [meet you, catch up]."*
4. *"I see my [friend, coworker, client] over there and should probably go say hi. Want to exchange contact info?"*
5. *"The next session is starting soon, so I'm going to go find my room. It was nice meeting you!"*
6. *"Excuse me, I'm going to use the restroom. Enjoy the rest of the [event, party, conference]."*
7. *"Well, glad we got the chance to connect over [topic]. I don't want to dominate your [morning, afternoon, night] -- I'm going to [check out the snacks, say hello to someone, take a walk around the venue, etc.]"*
8. *"Is there anything I can [help you with, do for you]?"*

Watch the Videos to about Small Talk by scanning the code below!



8.4 Inviting, and Accepting or Declining

Look at this conversation!

David : would you like to go with me to Diana's open house party next Sunday?

Terry : sure. I'd like to.

David : great.

Terry : what time is the party?

David : the party is at 07.00 in the evening, so I will pick you up at 06.30.

Terry : okay. Do I need to bring a present with me?

David : no. I'll take care of it.

Terry : okay, then. See you next Sunday.

Invitations

In the conversation above, you will find useful expression that is the expression for inviting someone. Below are some common expressions used when making invitations:

Formal Invitations:

- Would you like to go to the mall Saturday night?
- Will you see a movie with me?
- I was wondering if we can see a concert tonight.

- I would like to invite you for dinner tonight.

Informal Invitations:

- Do you want to go to the zoo?
- How about going to the mall together?
- Let's have dinner on Sunday.
- Let's play tennis together.

Accepting and Refusing Invitations

If your friend invites you, you may accept or refuse his invitation. Here are some expressions used for accepting and refusing invitation:

Accepting Invitations:

- Sure. What time?
- Sounds like a good idea
- Yes, I would
- I'd like to
- I'd love to
- Okay.

Declining Invitations:

- Sounds good. But I can't.
- No, thanks.
- I'd love to, but I can't
- I would love to but I can't
- No, but thanks for inviting me.
- No, I'd better not.
- Sounds great but I don't think I can.
- I'm afraid I can't accept your invitation.

When you refuse an invitation, it is common to give an excuse. For example:

- I'd love to, but I can't. I have an exam tomorrow.
- Sounds good, but I don't think I can. I have to work late.

- No, I'd better not. My parents won't allow me to go.
- I'm afraid I can't. I have other plans.

Listen to the recording by scanning the code below!



After you listen to the conversation, discuss with your friends and please find out following information in example 1 and 2!

- What is being suggested.
- The response
- What will happen next.

8.5 Exercise

1. Work in group and find out these six important points below before we go to have some business trips to other countries:
 2. Politics
 3. Economics
 4. Infrastructures (Telecommunication and Transportation)
 5. General Background (Culture, language, religion, foods, drinks, geography, history and social interaction)
 6. Family and Business Life
 7. Business custom and convention

After you find out that information from 1 country, present them in front of the classroom! Or record your presentation and share the video on Google sites and follow the following instruction!

- a. Scan the barcode below to enter google sites e-portfolio.
- b. Upload your project link which is uploaded onto YouTube or google drive to the available space on google sites. If you want to add a space to upload or give feedback, you can choose the features from the platform to insert whether text box to give comment or feedback, embed or drive to upload your link from YouTube or google drive.
- c. Choose group partner or partner to give feedback based on the project. Please write down your feedback below your group partner/partner's project.
- d. After your project is given feedback by your group partner/partner and lecturer, revise it.
- e. finally upload again the final version of your project as soon as possible to get assessed by your lecturer.



8.6 Summary

Cross cultural understanding simply refers to our ability to recognize, interpret and correctly react to people, incidences or situations that are open to misunderstanding

due to cultural differences. Let's take Asian culture as an example: silence within a conversation is a critical aspect that demonstrates good listening skills. Within an Asian business setting, your question may not receive a response right away. The silence between the question and the answer is deemed acceptable and shows that the people involved are paying attention and considering what they say carefully. There are some important things that we need to know before we have a business trip to other countries. They are Politics & Economics, Infrastructures (Telecommunication and Transportation), General Background (Culture, language, religion, foods, drinks, geography, history and social interaction), Family and Business Life, and Business custom and convention. Some terms like welcoming visitors, small talk and inviting & accepting or declining invitation also need to be taken into consideration when we learn about this topic.

Further Reading

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CHAPTER IX

TELEPHONING IN BUSINESS

A telephone is a telecommunications device that permits two or more users to conduct a conversation when they are too far apart to be heard directly. A telephone converts sound, typically and most efficiently the human voice, into electronic signals that are transmitted via cables and other communication channels to another telephone which reproduces the sound to the receiving user. Telephoning in business is one of the topics in English for business major that should be mastered. There are a lot of important expressions which can be learnt in dealing with business telephoning. Here in this chapter the students are going to know some expressions used in taking business telephoning.

General Instructional Purpose

After you learn this topic, you are Able to Understand the correct way of calling in a business context, such as receiving calls, making calls, leaving messages, asking for help, making appointments and resolving business complaints/complaints.

Specific Instructional Purposes

In Chapter 9, You are going to learn:

- Preparing to make a phone call and receiving call.
- Taking and leaving message.
- Asking for and giving repetition.
- Cross-cultural communication on phone and making arrangements.
- Changing arrangements, ending a call and problem solving on the phone complaints.

9.1 Making and Receiving a Phone Call

Making or receiving business calls can be a very stressful activity, especially if the call is not in your native language. If you try to limit or even avoid any business phone calls because you're too nervous or shy to speak in English, then it's clear that you need to take some action. Here are some phrases & expressions to use during a business call in English

Making or Starting a Call

When the person you are calling is someone you know well, start by saying "Hello!" Use his/her first name, give your own first name, where you are calling from and ask how the other person is:

Hello, Paul! This is James in London. How are you?

When the relationship with your business contact is more formal, then you could start like this:

Good morning, Mr Collins! This is Jame Vince calling from XYZ Company in London. How are you?

After introducing yourself and asking how the other person is, it is also important to say why you are calling. You can say one of the following:

The reason I'm calling is...

I'm calling about...

I'm calling to...

By using these prompts, your contact will have time to focus on the subject.

Answering the Phone Call

It is important to know if the call is an international one. Then you need to answer clearly with your organization's/company's name and then your name. For example, you can say this:

Credit Suisse. James Vince speaking.

In case you know who is calling, then you could say:

Hi Paul! What can I do for you?

In case the caller asks, "Sorry, do you speak English?", you can say:

Yes, I do. How may I help you?

Yes, a little-if you speak slowly (in case you worry that you may not understand the caller, and ask him/her to speak slowly)

In some cases, a caller you do not know will ask for you: "Could I speak to Mr Vince, please?" Then, what you need to say is: "Speaking"

9.2 Taking and Leaving Messages

Here some expressions used in taking and leaving a message.

Taking a Message

- How may I be of assistance?
- I'm afraid the line is engaged/busy.
- I'm afraid he/she is in a meeting/not available at the moment.
- I'm sorry, he/she's out of the office today.
- Can I put you on hold?
- Can I take a message?

- Would you like to leave a message?
- Could you give me your number, please?
- I'll make sure he/she gets the message.






Leaving a Message


- May I speak with Mr. Clarke, please?
- I would like to speak with Mr. Clarke, please.
- When do you expect him/her back in the office?
- I need to speak with him/her on an urgent matter.
- May I leave a message?
- Would it be possible to leave a message?
- Please tell him/her that...
- Please ask him/her to call me as soon as he/she gets in.

Dialogue Practice

Read and learn the dialogue below!


Mr. Smith is calling to inform Mr. Clarke of something important.

 Receptionist	<p>Good morning, this is Happy Marketing. How may I be of assistance?</p>
 Mark Smith	<p>I would like to speak with Mr. Clarke, please.</p>
 Receptionist	<p>May I ask who's calling?</p>
 Mark Smith	<p>This is Mr. Smith from the ACE Solutions company.</p>
 Receptionist	<p>Mr. Smith, I'm afraid the line is engaged at the moment. Can I put you on hold?</p>




Mark Smith

I'm afraid I have to go now, and I really needed to talk to him on an urgent matter...




Receptionist

Would you like to leave a message, then?




Mark Smith

That would be great. Please tell him that we revised the terms of the contract and that we sent the document 2 days ago through e-mail. He needs to check it as soon as possible and then get back to us. If he did not receive the e-mail, please tell him to call my secretary and she will re-send it.




Receptionist

Duly noted, Mr. Smith. Could you give me that phone number, please?



Mark Smith

Yes, it's 043-865-4821.



Receptionist

Thank you very much, Mr. Smith. I will make sure Mr. Clarke gets your message as soon as possible.

Based on the conversation above, answer the following questions!

1. Did Mr. Smith manage to talk to Mr. Clarke?
2. What did Mr. Smith decide to do?
3. What did Mr. Smith want to tell Mr. Clarke?

9.3 Asking for and Giving Repetition or Confirming the information

Asking for information is an important aspect of business communication. It is especially important to be clear and direct while seeking information over the telephone, since not being face-to-face with the speaker may cause misunderstandings or mistakes in noting down details. Additionally, it is also important to verify or confirm the details that we receive, so that we can be sure that we have got the correct information.

Dialogue and Expressions Used in Asking and Confirming the Information

Jenny goes to a bank to inquire about making an investment. She meets Vince, a customer service representative at the bank, who gives her the information that she is looking for. He assists her with her inquiries and suggests ways in which she can make the most profitable investment.

Jenny : Hi, I need some information about personal investments. Have I come to the right desk?

Vince : Sure, I can help you with that! I'm Vince. Please take a seat.

Jenny : Thank you, Vince. I'm Jennifer Nichols. I'd like to know about the Mutual Funds policies you offer.

Vince : Certainly! May I ask if you're salaried or self-employed?

Jenny : I don't need to give out such information, do I?

Vince : Well, I'd just like to know because it would help us to work out which policy would work best for you.

Jenny : I thought I would just need to pay a certain amount every month for a mutual fund policy.

Vince : That's right! But there are many different kinds of policies you can opt for depending on your financial details and monthly income.

Jenny : Oh, okay. Well, I own a small graphic designing firm and have six employees. I make around \$10,000 a month.

Vince : Thank you for the information! I have a couple of policies which may interest you. Are you interested in a short-term investment, or a long-term one?

Jenny : Well, since this is my first venture with your bank, I would like to know about short-term policies at this time.

Vince : No problem! We have a one-year policy and a three-year one which may interest you. The minimum premium for both is \$250 per month. Which one would you be interested in?

Jenny : Well, please tell me about the one-year policy first.

Vince : I'd be glad to. The policy requires a monthly payment starting from \$250, and you can go up to \$2,000 per month. At the end of twelve months, we

assure you a minimum of 10% return on your investment, which can also go up to a maximum of 90%

Jenny : But mutual funds are subject to market risks, aren't they? Is it possible that I may lose my money?

Vince : You're absolutely right; there are market risks involved. But we have very thorough policies of investment—we watch the market closely and re-invest your money in other sources if we find that the market seems to be slipping in one area. Our research department ensures that the market is monitored constantly and your money is invested in the most profitable sources that we can find.

Jenny : Okay, that's a relief. So, I get at least 10% return at the end of the year.

Vince : That's right. Most of our customers get around 40% return at the end of a year—you're welcome to verify this with our records.

Jenny : That won't be necessary, thanks! I think I'd like to start with a \$250 per month scheme.

Vince : That's wonderful—thank you! May I also interest you in a free life insurance policy, available only to valued customers of National Public Bank?

Jenny : Sure—how do I choose for that?

Vince : It's available at no extra cost to customers who choose our three-year policy. Also, even if you select not to extend your policy at the end of three years, your life insurance will be valid for a period of ten years.

Jenny : That sounds great! But I don't want my money to be stuck in one place for three years. Is it possible to cash in some of it after a year, if I select the three-year policy?

Vince : Absolutely! You're welcome to withdraw funds up to a maximum of 25% of your investment after a period of one year.

Jenny : Sounds great! You can put me down for a three-year policy, then. Could you clarify if this will get me a free life insurance policy?

Vince : It certainly will—thank you! If you like, we can begin processing your policy immediately. We'll need a copy of your passport or driver's license, your current bank statement, and a passport-sized photograph.

Jenny : No problem—I'll come in tomorrow with the documents.

Vince : Thank you very much! For your convenience, I can also send someone across to your office to collect the papers.

Jenny : That would be great! Around 5 p.m. today? Here's my card.

Vince : 5 p.m. would be perfect. Thank you, and welcome to National Public Bank!

Discussion toward the Dialogue and the Expressions Used

Note that when you are enquiring about specific details, it is not necessary to make small talk when meeting a person face-to-face for the first time. As soon as Jenny enters, she tells Vince exactly why she has come without making any general conversation.

Jenny gets straight to the point since she has come to a help desk, and Vince greets her courteously:

Jenny : Hi, I need some information about personal investments. Have I come to the right desk?

Vince : Sure, I can help you with that! I'm Vince. Please take a seat.

She uses the phrase “*I need some information about...*” This may also be replaced by similar phrases such as “*Could you help me with...*” and “*I've come to enquire about...*” Vince responds by politely introducing himself and asking her to sit down. He could also have said:

Yes, I can assist you with that! Please sit down.

Yes, that's what I'm here for! Do take a seat.

Jenny tells Vince what she has come for, and he wants to ask her a few questions:

Jenny : Thank you, Vince. I'm Jennifer Nichols. I'd like to know about the Mutual Funds policies you offer.

Vince : Certainly! May I ask if you're salaried or self-employed?

Jenny : I don't need to give out such information, do I?

Vince : *Well, I'd just like to know because it would help us to work out which policy would work best for you.*

Using starters for questions such as “*May I ask?*” makes the question more polite and less direct, especially for sensitive information such as someone’s financial background. Jenny is a little uncomfortable at first with giving away such details. She uses a question tag for emphasis by saying, “*I don’t need to give out such information, do I?*” The question tag is the phrase at the end of the sentence which turns it into a question. In this sentence, it is the phrase “*do I?*” The question tag contains the negative form of the verb used at the beginning of the sentence. Here, the verb “*don’t*” used at the start of the sentence is already negative, so the positive form is used in the tag. The question tag usually indicates that a person already has an opinion, and wants to verify it by wording the question as a statement, and attaching a question tag at the end.

Vince’s response Let’s Jenny know that she has some choices:

That’s right! But there are many different kinds of policies you can opt for depending on your financial details and monthly income.

Vince uses the phrase “*you can choose for*” to let Jenny know that she has more than one choice. He could have said the same thing differently:

You can choose from many different kinds of policies.

We can give you many options to select from.

Jenny is then concerned about the safety of the investment:

But mutual funds are subject to market risks, aren’t they? Is it possible that I may lose my money?

Note that Jenny is concerned about some important issues and does not hesitate to ask about them. As a customer at a bank or a place where you are investing your money, it is perfectly acceptable to ask as many questions as you need to, as long as they are worded politely. Note that Jenny again uses the question tag format about to draw attention to her question, letting Vince know her thoughts on the matter. By saying “*But mutual funds are subject to market risks, aren’t they?*” she

is letting Vince know that she believes that mutual funds policies are subject to market risks, and by adding the question tag, she is expecting him to confirm or deny the statement.

Vince assures Jenny that her money will be safe, and she is relieved:

Vince : Our research department ensures that the market is monitored constantly and your money is invested in the most profitable sources that we can find.

Jenny : Okay, that's a relief. So I get at least 10% returns at the end of the year.

Vince uses words and phrases in a reassuring manner to convince Jenny that her money will be safe with the bank. Note that when Jenny says “*So I get at least 10% returns at the end of the year, ...*” she is actually asking a question that is constructed like a statement. Like a question tag, this has the function of drawing attention to the person's existing belief. In a question tag, the person expects the listener to either confirm or disprove the belief. But in a question worded like a statement, the speaker expects the listener to confirm the statement rather than deny it.

Jenny could also have said:

So I am assured of at least 10% returns.

This means I'll get a minimum of 10% returns, doesn't it?

Vince confirms what Jenny has asked:

That's right. Most of our customers get around 40% returns at the end of a year—you're welcome to verify this with our records.

Here, Vince is letting Jenny know that she need not take his word for the statistics he is quoting, by saying “*you're welcome to verify this.*” In doing so, he is letting Jenny know that she can crosscheck the information he is giving her at any time.

Vince then offers additional information which may interest Jenny:

That's wonderful—thank you! May I also interest you in a free life insurance policy, available only to valued customers of National Public Bank?

Vince also uses the phrase “*May I also interest you in...?*” to show Jenny that there is some extra information he has for her which may benefit her. Note that he politely asks for her permission to give this information. This may also be stated as follows:

Would you be interested in a free life insurance policy?

May I also give you more information about a free life insurance policy?

Jenny then expresses another concern:

That sounds great! But I don't want my money to be stuck in one place for three years. Is it possible to encash some of it after a year, if I select the three-year policy?

Here, Jenny is again voicing her doubts about the policy. She says, “*I don't want my money to be stuck in one place.*” The phrase “*I don't want*” may be replaced by similar phrases such as “*I'm hesitant about...*”, “*I'm not sure if I want to...*” or “*I don't think I'm happy with...*”

She asks for a clarification:

Sounds great! You can put me down for a three-year policy, then. Could you clarify if this will get me a free life insurance policy?

Now Jenny is happier about the idea since Vince has explained it to her, but still asks for confirmation to make sure that she has got it right by using the phrase “*Could you clarify...*” This can also be worded differently:

Can you please confirm if this will get me a free life insurance policy?

Could you verify if this will get me a free life insurance policy?

Vince politely offers to have the documents picked up:

Thank you very much! For your convenience, I can also send someone across to your office to collect the papers.

When Jenny says she will bring the documents the following day, Vince says “*For your convenience, I can also send someone across to your office to collect the papers.*” He is accomplishing two important things here. By offering to send someone to collect the papers, he is ensuring that Jenny does not change her mind about the policy and submits the necessary documents quickly. Also, he is letting

her know, by using the phrase “*for your convenience,...*” that the bank is offering her a free service to show her that she is a valued customer.

9.4 Cross-cultural communication on phone and making arrangements

Listen to the three recorded extracts by scanning the QR code below. Match each call to the appropriate picture below. In each case there is a communication problem.

What is the problem, and how could it be solved?



Conversation 1 Picture — Problem _____

Solution _____

Conversation 2 Picture — Problem _____

Solution _____

Conversation 3 Picture — Problem _____

Solution _____

Making Arrangements

Quite often in business, a deal can be concluded without having a face-to-face business meeting. Where the terms of a deal are not so complex, or a deal has already been partially reached, much of the final negotiation can be done over the phone. In more complex situations, however, face-to face negotiations are usually necessary.

If you would like to change the terms of an existing agreement, before you make your call to finalize the agreement, you should be clear about your starting and finishing positions. Do the calculations in advance and work out what a satisfactory outcome to the negotiations would be for you. Be aware of all the factors that have an impact on the deal; in most cases there will be some flexibility with these factors.

To know the expressions and the example in making arrangements on business telephone, check the situation and dialogue below:

Situation:

Jenny Bond of United Wholesalers in London has just received the following fax from Bernard Chan of NEG in Hong Kong. NEG supplies fork lift trucks.

FAX

Re: Special Order of 20 Fork Lift Trucks

Dear Jenny

We regret that our standard vehicles are not suitable for your purpose, but confirm that we can manufacture to the specifications you have forwarded.

Unless you can increase your order from 20 vehicles, however, there will be a substantial charge for this service.

Please let us know if you would like to pursue the matter further.

Yours sincerely

Bernard Chan

International Sales Director

Jenny then telephones Bernard to see if he will accept an order of 25 trucks so they can finalise an agreement:

Bernard : Good Morning. NEG. This is Bernard Chan speaking. How may I help you?

Jenny : Hello Bernard. This is Jenny Bond of United Wholesalers in London.

Bernard : Ah, hello Jenny. What can I do for you?

Jenny : I'm calling about the fork lift trucks we've been discussing.

Bernard : Oh, yes.

Jenny : Well, I received your fax this morning and I'd like to make a new proposal.

Bernard : Aha.

Jenny : If you could make the changes to the trucks at no extra charge, we'd be prepared to increase our order from 20 to 25 trucks. Do you think that would be acceptable?

Bernard : I'm afraid we still wouldn't be able to accept that. Our profit margin on each truck is very small you see.

Jenny : Well what would be the extra cost per truck to make the necessary changes?

Bernard : Let me see....We've worked out that for each truck the cost of material and labour would be an extra HK\$15,000.

Jenny : OK. I'd like to make you a new offer, then.

Bernard : Right.

Jenny : We could still go for 25 trucks. But we would expect you to half the charge for the extra work.

Bernard : Yes, I think we could probably work something out on that basis. Would you put that in writing for me?

Jenny : Yes, of course. I'll do that today. In the meantime, could you send us an official quotation for the work?

Bernard : Certainly, Jenny. I'll fax that to you in the next hour.

When you answer the phone on behalf of your company, it is important to greet the caller with “Good morning,” or “Good afternoon.” You should also give the name of your company, your own name and offer to help the caller. Let's see how Bernard answers the phone. As you listen, note whether he includes all the points I've just mentioned:

- *Good Morning. NEG. This is Bernard Chan speaking. How may I help you?*

Note that when we answer the phone we say *“This is”* followed by our name. For example *“This is Bernard Chan speaking.”* This can also be shortened to just *“Bernard Chan speaking.”* We never say *“I am Bernard Chan.”*

Jenny gets immediately to the point of her call. She says:

- *I’m calling about the fork lift trucks we’ve been discussing.*

To indicate the purpose of your call, you can use phrases such as *“I’m calling or phoning about....”* Or you could say *“I’d like to talk to you about....”*

First just mention the general purpose of your call. And once the receiver is clear about this, give more specific details. Let’s have a look at how Jenny does this. She says:

Jenny : I’m calling about the fork lift trucks we’ve been discussing.

Bernard : Oh, yes.

Jenny : Well, I received your fax this morning and I’d like to make a new proposal.

Bernard : Aha.

Jenny makes a clear reference to the fax she received from Bernard and then says *“I’d like to make a new proposal.”* She uses this phrase to show that she wants to change the terms of the original deal and would like Bernard to consider these. She wants to introduce a new proposal to him. She could also have said something like *“We’d like to make a new offer.”* Or: *“We have something new for you to consider.”*

It’s common when making a proposal in a negotiation to use conditional forms, especially the Type 2 conditional. Let’s see what Jenny says:

- *If you could make the changes to the trucks at no extra charge, we’d be prepared to increase our order from 20 to 25 trucks.*

The basic structure of a Type 2 conditional sentence is: If you could/would do something, we would do something also. Notice the use of the tentative modal verbs *“could”* and *“would.”* Both these indicate possibility rather than certainty.

Let's have a look at a few more Type 2 conditional sentences. These would be typically used in a negotiation:

- *If you could lower your prices by 10%, we would place an order today.*
- *If you would agree to payment terms of 90 days, we would increase our order to 100 units.*
- *If you could include the annual servicing free of charge, we would accept your unit cost.*

In Type 2 conditional sentences, it's also common to use the past simple tense in the "If" clause instead of using modal verbs. For example, Jenny instead of saying "*If you could make the changes to the trucks at no extra charge,*" she could have said: "*If you made the changes to the trucks at no extra charge, we'd be prepared to increase our order from 20 to 25 trucks.*" Such sentences using the past tense are more direct than using modal verbs. Let's see those example sentences again using "If" plus the past tense:

- *If you lowered your prices by 10%, we would place an order today.*
- *If you agreed to payment terms of 90 days, we would increase our order to 100 units.*
- *If you included the annual servicing free of charge, we would accept your unit cost.*

There is no difference in the meaning of these Type 2 conditional sentences compared to the ones using modal verbs. The only difference is in the tone. Using modal verbs helps you to sound less direct and more tentative.

Once Jenny makes her new proposal, she immediately checks if it is acceptable to Bernard. She asks:

- *Do you think that would be acceptable?*

Note that she continues using tentative, indirect language so as not to sound pushy or demanding. She doesn't say "*Is this acceptable,*" or "*Can you accept this?*" These phrases are a little too direct for most negotiations. Also note that she uses "*would*" instead of "*will*." "*Would*" is used to indicate that something is

conditional, not certain. “*Will*” is used to indicate that something is certain or cannot be changed. Jenny would not therefore say “*Do you think that will be acceptable?*”

Let’s look at a few more polite ways of checking for acceptance:

- *Do you think you could accept that?*
- *Does that sound acceptable to you?*
- *How does that sound to you?*

Bernard is unwilling to accept Jenny’s proposal, but when rejecting it, he also uses polite, tentative language. He says:

- *I’m afraid we still wouldn’t be able to accept that. Our profit margin on each truck is very small you see.*

Bernard uses the phrase “*I’m afraid*” before he gives Jenny the bad news. “*I’m afraid*” is used to soften bad news. It’s like you’re saying “*Sorry but.*” Notice also that Bernard continues using conditional forms. He says “*we still wouldn’t be able to accept.*” He doesn’t say “*we won’t be able to accept*” since nothing has been decided yet and everything is still up for negotiation.

Here are some other ways of politely rejecting a proposal:

- *I’m afraid that wouldn’t be possible.*
- *I don’t think we could do that.*
- *I’m sorry but we wouldn’t be able to do that.*
- *I’m afraid it’s not possible for us to accept those terms.*

Notice that in all these sentences the speaker softens the bad news using phrases such as “*I’m afraid,*” and “*I’m sorry but.*” Too firm or direct a rejection might cause offence and lead to an early end to the negotiation. By being tentative and polite you are almost telling the other side that although the offer is not acceptable, you are happy for the other side to put forward another proposal for your consideration. You are still willing to negotiate.

Jenny then checks what would be an acceptable cost to Bernard to make the deal go through. She changes from using tentative to direct language. This is a good technique as it forces the other side to show their position. Whether or not further concessions can be made after this point is another matter though. Let's see that exchange again:

Jenny : Well what would be the extra cost per truck to make the necessary changes?

Bernard : Let me see....We've worked out that for each truck the cost of material and labour would be an extra HK\$15,000.

Notice the continued use of the "would" conditional from both sides: "what would be the extra cost" and "labour would be an extra HK\$15,000."

Jenny is not convinced that this is Bernard's final position and therefore makes a new proposal. She says:

- *OK. I'd like to make you a new offer, then.*

Bernard is clearly still willing to negotiate and hear what Jenny has to say. He's still willing to compromise.

Jenny then makes a second proposal. She says:

- *We could still go for 25 trucks. But we would expect you to half the charge for the extra work.*

Notice again how Jenny uses tentative language when making her proposal. She says "We could still go for 25 trucks." She doesn't say "We will go for 25 trucks." The modal verb "could" indicates possibility, not certainty.

Although Bernard is willing to accept this offer, he doesn't state his acceptance with 100% certainty. He says:

- *Yes, I think we could probably work something out on that basis.*

Using tentative language to indicate acceptance is quite common. Here, it shows that Bernard is accepting unwillingly and this tells Jenny that this is as far as he's willing to compromise. This is his limit.

Once agreement has been reached, it's normal to ask the side who made the proposal to provide written confirmation of the offer. Bernard asks:

- *Would you put that in writing for me?*

He could also have asked:

- *Do you think you could put that in writing?*
- *We'd need that in writing.*
- *Could you put that in a letter for me?*

Before ending the call, Jenny asks Bernard for a quotation based on the agreement they've reached. She asks:

- *In the meantime, could you send us an official quotation for the work?*

She uses the polite request structure "*could you*" when making her request. She wouldn't say "*Please send us an official quotation for the work*" since this is far too direct. She might also have asked:

- *Would you mind sending us a quotation for the work?*
- *Would it be possible for you to send us a quotation for the work?*
- *I would be grateful if you could us a quotation for the work.*
- *I would appreciate it if you could send us a quotation for the work.*

When trying to finalise an agreement, it's important to keep the other party in the negotiation. In this regard, you should not state your final position too strongly since this may indicate that you are unwilling to compromise.

9.5 ending a call and problem solving on the phone complaints

Ending a Call

Ending calls more smoothly is easiest if the receiver starts the process with a phrase like “So, is there anything else (that) I can help you with today?” or “Okay then. Was there anything else (that) you wanted to know?” Hopefully, the caller replies with something like “No, that’s all, thanks” or “No, I think we’ve covered everything, thanks” and you can finish the call with just a few more sentences. If the caller says something like “Actually, there was just one more thing”, you can simply go back to the “So, can I help you with anything else?” stage after that topic has been discussed. Don’t use the similar sounding phrase “Is that all?”, because this phrase suggests very clearly that you only expect to hear the answer “Yes”! You also need to be careful with your intonation when you use phrases like “Is there anything else that you need to know?” to make it really an open question where both answers are equally acceptable. Getting the intonation wrong is a particular danger with the short phrase “Is there anything else?”, so I recommend always using longer variations like “Is there anything else (that) you’d like to know?” The transitions phrase before that (“So,...”, “Well then,...”, “Okay then,...” etc) is also very important.

If the body of the call was taking a message to pass onto someone else, the ending usually starts with a specific phrase like:

Receiver : “Okay, I’ll tell him that you called./ I’ll pass your message onto him./ I’ll make sure he gets your message (as soon as I can)./ I’ll stick a Post-it on his monitor.”

Receiver : “...I’m sure he will get back to you soon.”

You can then ask one of the “Is there anything else...?” phrases above.

If the receiver doesn't start the transition into ending the phone call, the caller can do something similar with "So, I think that's covered everything, thanks" or "Great. Thanks for all your help".

There can be times when these "Thanks..." phrases above don't really work, for example if the conversation has already moved into small talk, if the call doesn't have such a clear purpose that you can mention in that phrase, and/ or if there isn't really something specific that you can thank the receiver for. In that case, the standard way of moving into the end of the call is to say something nice about the conversation, give a reason for ending the call, then talk about future contact, with phrases like:

Caller/ Receiver : "Well, it's been great to talk, but I have a meeting in about ten minutes. I'll call again tomorrow."

Caller/ Receiver : "So, I'd love to talk more/ chat more but my client has just arrived. As I said, I'll email you the report in the next couple of days."

Caller/ Receiver : "There are a couple more things I'd love to get your advice on but I have a teleconference at two. Do you have time to talk on Wednesday?"

This is such a simple and convenient way of ending calls that it is probably worth making up a fake reason for ending the call like those above even if your real reason is that the call has gone on for too long already! The other person shouldn't mind that little white lie as long as the call hasn't been too short and you put enough details into your lie. The amount of detail is important in your reason for ending the call, with reasons like "Well, I have something to do" or "I have an appointment" being rude. Other more specific and therefore more suitable reasons include:

Caller/ Receiver: "I have a call on another line."

Caller/ Receiver: "I have to catch a train at four thirty."

Caller/ Receiver: "Someone has just come in."

Other useful phrases for talking about the future contact between you include:

Caller/ Receiver : "I'll text you when I get there."

Receiver/ Caller : "I'll check with my boss and get back to you as soon as possible."

Caller : "I'll phone again as soon as I know."

Receiver/ Caller : "I'll write this up and email you a copy by the end of today."

Receiver/ Caller : "I'll email you the link that we discussed straightaway."

Caller/ Receiver : "Can I have a copy of all this in writing?"

Caller/ Receiver : "Can you send me a copy of the report when it's finished?"

Receiver : "Please call again if you have any other problems/ questions."

Receiver : "Please let me know if you have any trouble..."

The receiver then usually replies with a phrase politely letting the caller go such as "Okay, I'll let you get on then" or "Okay, I won't keep you any longer, then". You are then probably finally ready for "Thanks for your help"/ "Thanks for your call". Some people also use "I'll let you get on", "I won't keep you any longer" and variations like "I'll let you get back to work" as reasons for ending the call, but they are clearly insincere and obviously mean "Please let me get back to work". I therefore think making up a fake reason is almost always better.

Handling Complaints in Business Telephoning

When you speak on the telephone to customers, your voice represents your company to the caller. Without the benefit of using body language (handshakes, smiles, nodding your head, etc.), your tone of voice and customer service techniques are all you have to gain customer confidence.

You should always try to adopt a polite, friendly, helpful, efficient and professional tone when speaking on the telephone to customers. Using standard telephone expressions will make you sound polite and professional. Listening and taking the time to understand your customers will make you sound helpful and efficient.

Dialogue Samples and Discussion

Here is the situation:

Jane Booth telephones a mobile phone company to complain about an extra charge which has appeared on her bill. She terminated her 12-month contract with the company early and is liable to an early termination fee. Paul Thomas, a customer service representative for the mobile phone company takes the call.

Paul Thomas : Inter Communications Ltd. Paul Thomas speaking. How may I help you?

Jane Booth : Hello, this is Jane Booth speaking. I'm calling about an extra charge made to my account which I'm not happy about.

Paul Thomas : May I have your account number, Ms Booth?

Jane Booth : Yes, it's 7845758.

Paul Thomas : 7845758. Just a minute. Let me just pull up your records. (pause) OK, I've got it. Could you just confirm your address and post code, Ms Booth?

Jane Booth : It's 45 Greenwood Crescent, Rochester, 65748.

Paul Thomas : That's great. Right, could you tell me which charge you're referring to on your bill?

Jane Booth : I've just received my final monthly bill dated 12 April and in red print at the bottom of the page, it says \$245 has been charged to my account for early termination of my service.

Paul Thomas : That's right, Ms Booth. According to the terms of the contract you signed with us in June last year, if you terminate your contract with us within 12 months, you'll be liable to a contract breakage fee of \$245.

Jane Booth : Well, I strongly object to this. Nothing about the charge was explained to me when I signed up.

Paul Thomas : If you remember, Ms Booth, before you signed up with us, the terms and conditions were explained to you over the phone by one of our customer service representatives. Also, the conditions were outlined on the contract which you signed. We explained to you at

the time that there was a 12 day cooling-off period and you were free to terminate the contract within 12 days if we wished. Under those circumstances, the termination fee would have been waived.

Jane Booth : I don't know anything about that. Can't you just waive the fee for me as I didn't understand the terms clearly at the time?

Paul Thomas : I'm afraid I'm unable to do that, Ms Booth. It's strict company policy to enforce the terms of our contracts. If we made an exception in your case, we would have to extend this to all of our customers in the same position as yourself.

Jane Booth : But I didn't know what I was signing?

Paul Thomas : I'm afraid I can't help you with this. There's nothing I can do. I apologise if you found the terms of the contract misleading.

Jane Booth : So what are my options?

Paul Thomas : You're very welcome to take this up with our legal department, but I believe they'll just reiterate what I've told you. Your other option is to finish your contract with us which expires in just under two months.

Jane Booth : What if I simply don't pay?

Paul Thomas : Well, you have 60 days in which to make the full payment. After that time, all overdue accounts are passed over to our collection department who will take the matter further.

Jane Booth : You mean they'll take me to court.

Paul Thomas : That is possible, Ms Booth, if you are unwilling to settle the payment.

Jane Booth : I see. OK, well I'm not happy about this. But I guess I'll just have to continue the contract then. Can you make the necessary changes to my account?

Paul Thomas : Certainly, Ms Booth. I'll do that for you right away.

Discussion:

In this situation we find it is the customer who is clearly negligent. In such cases, the person handling the complaint has no choice but to enforce company policy. When doing this, however, it is important to be firm, yet polite. The policy needs to be explained, or in this case, re-explained, clearly.

After confirming the customer's identity and determining the cause of the customer's complaint, Paul summarizes the customer's position and liability regarding the early termination fee. He says:

- *That's right, Ms. Booth. According to the terms of the contract you signed with us in June last year, if you terminate your contract with us within 12 months, you'll be liable to a contract breakage fee of \$245.*

Paul refers Jane to the contract she signed the year before and outlines the contract term in question using a type 1 conditional sentence: "if you terminate your contract with us within 12 months, you'll be liable to a contract breakage fee of \$245." Such sentences are commonly used when referring to the consequences of breaking the terms of a contract. Let's look at a couple more similar sentences:

- *If you don't use your allocation of 300 minutes each month, you'll lose them.*
- *If you lose or damage your phone, we won't be liable for the repair or replacement fee.*

Even after reminding Jane of the sign-up process she went through and pointing out that the conditions of the contract were explained to her verbally and in writing, and the fact that she was given a 12 day cooling-off period, Jane still objects to the fee she's been charged. She continues to request that the fee be waived. She says:

- *I don't know anything about that. Can't you just waive the fee for me as I didn't understand the terms clearly at the time?*

This is now the time that Paul needs to say "no" in polite terms. He says:

- *I'm afraid I'm unable to do that, Ms Booth.*

We often use the phrase “*I’m afraid*” before giving bad news. This helps to soften the bad news. Here are some further examples:

- *I’m afraid we can’t process your application because you haven’t signed it.*
- *I’m afraid we’re unable to send a technician to you until the 25th.*
- *I’m afraid we can’t settle your claim since your policy has expired.*

Paul follows this up by referring to company policy. He says:

- *It’s strict company policy to enforce the terms of our contracts.*

In cases like this, it’s a good idea to refer to company policy. This shifts the focus from you to the company and makes the rejection or bad news sound a lot less personal. Here are some other ways of expressing this:

- *It’s not company policy to extend credit to our customers.*
- *It’s strict company policy to enforce settlement of customers’ accounts within 90 days.*
- *We always demand payment in full.*
- *We never allow customers to change their policies until they’ve expired.*

When Jane says that she didn’t know what she was doing, she was clearly admitting that she may have been wrong. But in business, ignorance and negligence are generally not accepted as good reasons. Again, Paul stresses his position and politely declines Jane’s request. He says:

- *I’m afraid I can’t help you with this. There’s nothing I can do. I apologise if you found the terms of the contract misleading.*

To make Jane feel a little better, he apologises for her not being able to understand the terms of the contract. Although he apologises, he makes it clear that he’s only a customer service representative doing his job, and his job is to explain and reiterate company policy.

9.6 Watch Up Activities

Scan the barcodes below to watch videos about Business Telephoning in English!



9.7 Exercises

1. Find a partner! Make a role play of business telephoning and record your conversation using Zoom or Google Meet! (the topic is free as long as it is talking about business). Share the video on Google sites and follow the following instruction!
 - a. Scan the barcode below to enter google sites e-portfolio.
 - b. Upload your project link which is uploaded onto YouTube or google drive to the available space on google sites. If you want to add a space to upload or give feedback, you can choose the features from the platform to insert whether text box to give comment or feedback, embed or drive to upload your link from YouTube or google drive.
 - c. Choose group partner or partner to give feedback based on the project. Please write down your feedback below your group partner/partner's project.

- d. After your project is given feedback by your group partner/partner and lecturer, revise it.
- e. finally upload again the final version of your project as soon as possible to get assessed by your lecturer.



9.8 Summary

Telephoning in business is one of the topics in English for business major that should be mastered. There are a lot of important expressions which can be learnt in dealing with business telephoning. Here in this chapter the students are going to know some expressions used in taking business telephoning. There are some important points that should be learnt and mastered when doing a business telephoning. They are related to expression of making and answering the phone, taking and leaving messages, making agreements, business telephoning across the countries, ending the phone and handling complaints.

Further Reading

Anitha, T., & Nair, N. R. (2014). Developing Effective Telephoning Skills in the English Language Lab: Overcoming Challenges. *Language in India*, 14(3).

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CHAPTER X

CHALLENGES AND ACCOMPLISHMENTS IN BUSINESS

Challenges are things that we face every day. They can be difficulties, they can be problems, but overall, they are challenges that we have to face. However, accomplishments are something that have been achieved successfully. In other words, we can say that challenges and accomplishments are always becoming part of our daily life as well as our business life. In this chapter you are going to learn how to express challenges and accomplishments in English.

General Instructional Purpose

After you learn this topic, you are able to state a result of self-evaluation in the form of challenges and achievements in business by using a variety of appropriate and polite English.

Specific Instructional Purposes

In Chapter 10, You are going to learn:

- Vocabularies used in telling Challenges and Accomplishments.
- Language expressions in telling Challenges and Accomplishments.
- Grammar focus in telling Challenges and Accomplishments.

10.1 Vocabularies used in telling Challenges and Accomplishments



<u>Satisfy</u> meet the requirements or expectations of	<u>Defined</u> showing clearly the outline or profile or boundary
<u>Attain</u> gain with effort	<u>Definite</u> precise; explicit and clearly defined
<u>carry out</u> put in effect	<u>Distinctness</u> the quality of being sharp and clear
<u>make headway</u> obtain advantages, such as points, etc.	<u>Discernability</u> distinctness that makes perception easy
<u>bring in</u> earn on some commercial or business transaction	<u>carry through</u> put in effect
<u>Realize</u> be fully aware or cognizant of	
<u>Accomplish</u> achieve with effort	



<u>Challenge</u> something that needs great mental or physical effort in order to be done successfully and therefore tests a person's ability	<u>Accomplishment</u> something that is successful, or that is achieved after a lot of work or effort
<u>Aim</u> point or cause to go towards	<u>Acquire</u> come into the possession of something concrete or abstract
<u>Concrete</u> capable of being perceived by the senses	<u>Get ahead</u> obtain advantages, such as points, etc.
<u>Target</u> a reference point to shoot at	<u>Reach</u> move forward or upward in order to touch
<u>Live up to</u> meet the requirements or expectations of	


10.2 Language expressions in telling Challenges and Accomplishments



To show challenges

- The most challenging thing about.....
- One of the most difficult aspects about....

E.g. One of the most difficult aspects of working abroad is being away from my family



<ul style="list-style-type: none"> • I have managed to...../I managed to..... • I have been able to...../I was able to..... • The most rewarding thing..... • One of the rewards of..... <div style="border: 1px solid black; padding: 5px; text-align: center;">Accomplishments</div>	<ul style="list-style-type: none"> • I will have seen..... • I'd like to have..... • I'll have achieved <div style="border: 1px solid black; padding: 5px; text-align: center;">Goals</div> <ul style="list-style-type: none"> • E.g. One of the most rewarding thing about helping them is learning from their years of experience. • I hope I'll have seen more of the world.
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Listening Section

Scan the barcode below to listen to a conversation contained challenges and accomplishments!



After you listen to the audio, how similar are you to Alison? Are you satisfied with your accomplishments so far? What do you want to accomplish next?

10.3 Grammar focus in telling Challenges and Accomplishments

Scan the barcode below to listen to the grammar focus about challenges and accomplishments!



Accomplishments and goals

Accomplishments with the present perfect or simple past I've managed to get good grades. (I managed to . . .) I've been able to accomplish a lot in college. (I was able to . . .)	Goals with the future perfect or would like to have + past participle What do you hope you'll have achieved ? I hope I'll have seen more of the world. I'd like to have made a good start on my career.
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Learn the following tenses which tell about challenges and accomplishments

Simple Past

S+V (past participle)+O

*I **managed** to get good grades*

Preposition of time:

- Last year/week/month
- Specific date/month/year (e.g.
On June 15th 1998)



Simple Present

S+V+O

*One of the most difficult aspects of working with foreigners **is** to keep their trust*



Present Perfect

S+V+to-infinitive+O

*I **have managed** to get good grades*

Preposition of time:

- In the last (number) years
- Recently
- For (number) years
- Since (year)



Future Perfect/would like to have+past participle

S+will+V+O

S+would like to have+V+O

*I hope I'll **have seen** more of the world*

*I **would like to have made** a good start on my career*

Preposition of time:

- By the time I am (age)
- By this time next year/month/week
- (Number) years from now
- In (number) years



10.4 Exercises

1. Describe the challenges you face during your study the accomplishments you have achieved your goals after graduating Only in six sentences!
2. write down some accomplishments and challenges (minimum 3 and maximum 5 each) from a businessman/woman around you that he/she faced during his/her business development! (can be local, national or international businessman/woman)!

3. Record it and share the video on Google sites and follow the following instruction!
- Scan the barcode below to enter google sites e-portfolio.
 - Upload your project link which is uploaded onto YouTube or google drive to the available space on google sites. If you want to add a space to upload or give feedback, you can choose the features from the platform to insert whether text box to give comment or feedback, embed or drive to upload your link from YouTube or google drive.
 - Choose group partner or partner to give feedback based on the project. Please write down your feedback below your group partner/partner's project.
 - After your project is given feedback by your group partner/partner and lecturer, revise it.
 - finally upload again the final version of your project as soon as possible to get assessed by your lecturer.



10.5 Summary

Challenges are things that we face every day. They can be difficulties, they can be problems, but overall, they are challenges that we have to face. However, accomplishments are something that have been achieved successfully. In other words, we can say that challenges and accomplishments are always becoming part

of our daily life as well as our business life. in this chapter you are learning some information about challenges and accomplishments including the vocabularies, the language expressions and the grammars used to express this topic.

Further Reading

Richard, J. C. (2012). *Interchange: Teacher's Edition 2 (Fourth Edition)*. Cambridge University Press.

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Hollet, Vicki. (1991). *Business Objectives (student's book)*. Oxford University Press.

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